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No. 2

The Other Angle of Our "Chaotic" Marketing Conditions

By The Editor

Citrus Fruit Marketing

People of Florida have heard and read much during the past few years concerning the "chaotic" conditions ruling in the marketing end of the citrus industry. Public speakers, editors, certain growers and shippers, many people in nowise connected with the industry, even the usually conservative commissioner of agriculture, have joined the clamor and shouted "chaos" without apparently any clear understanding of what it was all about.

Last season, Florida's citrus crop was off grade as to both quality and appearance. At the same time, the California crop was exceptionally attractive—both as to quality and appearance. The result was that California outsold Florida on AVERAGE grades in all the auction markets every day during the season. True, the BEST Florida fruit outsold the BEST California fruit, even in that year, but the AVERAGE California fruit, being better than the AVERAGE Florida fruit, outsold it consistently.

As a result, every curbstone orator in the state, almost every Florida newspaper, joined the cry of "chaotic" marketing conditions and bewailed the fact that Florida growers and shippers could not show as great efficiency in marketing as their California rivals. Few stopped to think that there might be a reason in the fruit itself to account for the difference in AVERAGE price.

This year, these conditions in the auction markets are exactly reversed. Florida fruit, while not exceptionally attractive as to either quality or appearance, is as a matter of fact superior to the fruit being marketed by California. As a result of these reversed conditions, the Florida fruit on the basis of AVERAGE sales, has outsold California fruit consistently in the auction markets throughout the season, while the BEST Florida fruit continues as usual to hold its supremacy in price over the BEST California product.

This condition has existed, and still exists, in spite of the fact that there has been no radical change in the "chaotic" conditions under which Florida fruit has been marketed. Pure merit

supplies the one and only reason for the change. Last season, California had the best fruit and got the best price. This season, Florida has a better grade of fruit than California, and Florida is reaping the reward in commanding the highest AVERAGE prices ever received for a Florida citrus crop.

If "chaotic" conditions in Florida were responsible for the low prices last season, then those same "chaotic" conditions must this year be responsible for the higher prices received—in which case, let us have more of it. Or is it that California's much vaunted superior selling ability has itself suffered an attack of "chaotic" inefficiency?

As a matter of fact there has been no chaotic condition of marketing, either in Florida or California. It is purely a matter of quality—plus appearance. The best fruit grown each year, whether it comes from California, Florida, Texas or Arizona, brings the best price, and the best fruit grown in each of the states brings the best price for that state, regardless of how it is marketed, or by whom.

All this does not mean that Florida growers have not certain marketing problems which must be solved. They have, and The Citrus Industry has not been slow to point them out, but, given a product of quality to market, the marketing agencies will be in position to render the growers a service which can never be achieved so long as the agencies are called upon to handle fruit of inferior quality or inferior appearance.

With its first issue, more than eight years ago, The Citrus Industry recognized this fact and urged upon growers the necessity for improving the quality, and more particularly the appearance, of their fruit. In every issue since that day in January, 1920, The Citrus Industry has been riding this same hobby and urging this same principle in grove practice.

When the growers have solved their production problems, they will have automatically solved nine-tenths of their marketing problems—and the other tenth will not then present a formidable obstacle.

Roadside Selling

Blazing a Short Cut to Profits That Can Be Traveled by Everyone But the Middleman
A Human Interest Story, its Vital Thread the Author's Axiom: "Live far from the madding throng . . . the crowd will come to you . . ." But let the doctor tell it.

By Dr. J. Petersen

I've never liked the color of red ink since that fateful day six years ago when I received my first letter from the packing house.

Old Man Gloom moved in and took temporary possession of Bonita Groves.

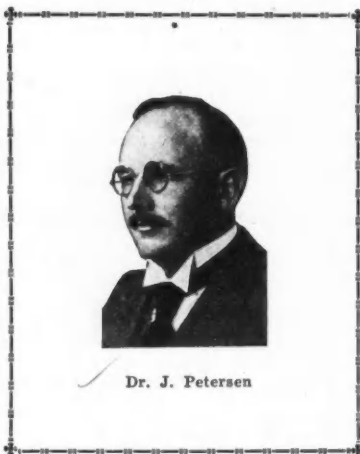
True, he didn't stay long and he hasn't been back since—and incidentally, he's one of the very, very few visitors to Bonita Groves who hasn't played a return engagement.

There's a story back of O.M.G.'s sudden exodus. It begins back some six years ago when we—my family and I—made up our minds we had had enough of city life, its nerve-racking hurly-burly and superficiality. I suppose we were suffering from that "back to the soil" malady that some time or other afflicts every city dweller. Those who answer it and persevere learn to really live. Those who turn a deaf ear to its beck and call continue merely to exist.

So we bought a 60-acre grove in the Redlands district, 25 miles south of Miami and six miles west of Goulds in Dade county.

The check we exchanged for a deed to our grove almost did for our modest bank balance, and while short of cash we had an abundance of optimism and courage born of the will to make good. Grandpa Schmidt, although four score and some odd years, still had the vigor of a man in his prime and wielded what might be aptly described as a "mean" grubbing hoe. Mrs. Petersen, during the first day of her farm life, preserved 27 jars of guava jelly. There were also our two daughters, Kathe and Amelisse, who helped their mother and who also did not object to planting and watering flowers and trees. And, it might be added, that in our family the old ditty of "everybody works but father," didn't exactly hold true.

We all worked hard—constantly and systematically—economizing to the utmost. The first month's bank statement showed an alarming decrease. Soon we had only a few cents left. But why worry, we philosophized. Had not the fruit trees responded splendidly to our management? Hadn't they evidenced their appreciation of our care by putting on luxuriant foliage and a bumper crop of quality fruit?



Dr. J. Petersen

Mother needed a new pair of stockings. Instead, she mended once more the woolen ones grandma had knitted for her some 20 years ago. Grandpa needed a new grubbing hoe. I needed a pair of leggins. And the roof was leaking so badly that a score or more of tin cans to catch the deluge of rain that streamed through were insufficient. But we couldn't spare even a quarter.

Finally, after months of hard work and privation, we shipped 860 boxes

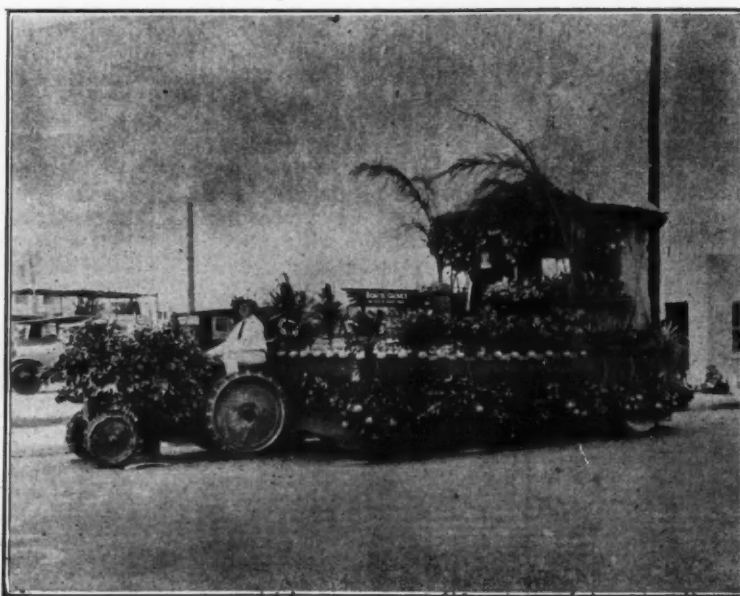
of grapefruit, two solid carloads. Everyone complimented us upon the fruit, its texture, bright color and excellent eating qualities. The manager of the cooperative packing house said it was the finest fruit he had ever shipped and he promised us good prices.

Hungry for a glimpse or promise of real money again, I besieged him with queries as to the probably return for the fruit. While not venturing an estimate on the anticipated "top prices," he assured me we would reap the benefits of the highest prevailing market. All that remained to do, he confided, was wait for the check.

We waited all right.

We did some patient, long-distance, marathon waiting. A month slipped by and another month and still no check. Then one day we received the long expected letter from the packing house.

As I ripped open the envelope with eager trembling fingers I thought of my companions in our joys and sorrows—of the stockings Mrs. Petersen would get; they would be of the sheerest silk. We would now have money for the grubbing hoe, the leg-



The prize-winning Bonita Groves float that attracted so much attention and favorable comment in the recent Miami Palm Fete parade. Dr. Petersen is at the wheel and Mrs. Petersen is standing in the doorway of the thatched booth.

gins and new roof.

As I looked at the memorandum enclosed, Mrs. Petersen read the amazed expression of disbelief and chagrin that must have appeared on my face and heard my mumbled exclamation:

"Eighty-six dollars—eighty-six dollars and sixty cents."

Her exclamation was almost an echo of my own.

"You don't mean to tell me we received only eighty-six dollars and sixty cents for the entire 860 boxes of beautiful fruit?" she questioned almost tearfully.

"No," I informed her sadly. "The figures are written in red ink. Our fruit did not bring packing and freight charges. We owe the packing house that much on our shipment."

I did not work any more that day. I walked up and down on the porch, up and down, all evening, far into the night. I felt sure I was at the end of my rope. Since then I have learned that this "rope" stretches much farther sometimes than one is apt to believe is possible.

At four o'clock in the morning my wife came to the door. "Really, there's no use wearing out the porch floor," she chided me, "the whole house shakes. Anyhow, it is only half as bad as you imagine. You still have me and the girls . . . look at that beautiful lawn with the moon shining down on it . . . the palm trees, the crotons and the flowers. Surely, no one ever lived in more beautiful surroundings and there is still plenty of fruit left on the trees . . . You could still accept that call to Harvard; they offered you a professorship. You speak thirteen languages. These things should keep the wolf from the door. We have so many assets . . . and strong men never give up."

When I heard my good companion talk like that I felt ashamed of myself. And that very minute I formulated a resolve to "damn the torpedoes (and packing houses) and go ahead."

The resolve was easy. The difficult problem was to find a way out. I gritted my teeth, I strained every muscle and atom of gray matter and—I took inventory. I was determined to turn all our liabilities into assets, real, tangible assets. This I did.

Mrs. Petersen had mentioned the lawn. Yes, there it was, a beautiful greensward, set to palms, shrubs and flowers, a riot of color and symphony of harmony, often commented upon by tourists who stopped their cars to admire its play of color in the bright Florida sunshine. Still, I considered it a liability, for it takes elbow grease to move a lawnmower

and money to buy fertilizer. How could I turn that liability into an asset?

The answer came to me in a flash. Why not the lawn as a background against which to display my fruit?

The following Sunday we had a modest fruit display on the lawn, and as time wore on we learned many of the ins and outs of roadside selling. Visitors, passing stopped looked and bought.

We live on a long, winding road, at that time far removed from the main highway, but I recalled with comfort something Emerson had said to the effect that even a lowly mousetrap could be made so attractive the public would be impelled to "make a beaten path to your door."

Succeeding months proved that Emerson was right!

Visitors at first were few and the sale of fruit correspondingly small, but soon the number of people who stopped and the volume of fruit sold increased many fold.

The last Sunday in January, 1928, we had 2,112 visitors who bought \$1,256.60 worth of our products. I am thoroughly convinced that environment is an all important factor in the sale of fruit or any other commodity. Art is not merely a matter of paints and palate. One can apply artistic methods in almost every phase of selling, and this truism is applicable to the selling of horse shoes or the marketing of elephants.

I found that fruit displayed under a beautiful palm sold best.

I discovered that people whom I showed through the groves were more inclined to buy after they had seen the fruit on the trees.

These two observations greatly influenced my policy.

Investigating the sales methods of competitors, I found that half the Miami fruit dealers of the preceeding year had passed out of the picture, leaving behind them only peevish customers who had ordered and paid for one thing and had received



Fruit buyers have come to recognize the familiar thatched garden booths of Bonita Groves as a synonym for superlative quality of products. Six of these display Bonita Groves offerings in Miami.

something inferior.

Of those remaining in business, I did not find a single concern, selling fruit from its own grove. Most of them

Having solved the problem of turning my "liability lawn" into an asset, I turned my attention toward still another suggested liability. As

his art and for a time I could see no way to turn this costly "liability" into an asset.

Finally, I hit upon an idea. I would insert in the classified columns of leading newspapers small ads written in several languages. It was gratifying to discover that the Frenchman with whom I corresponded assumed he was dealing with a fellow countryman; the same with the Spaniard and the Swede and the Italian.

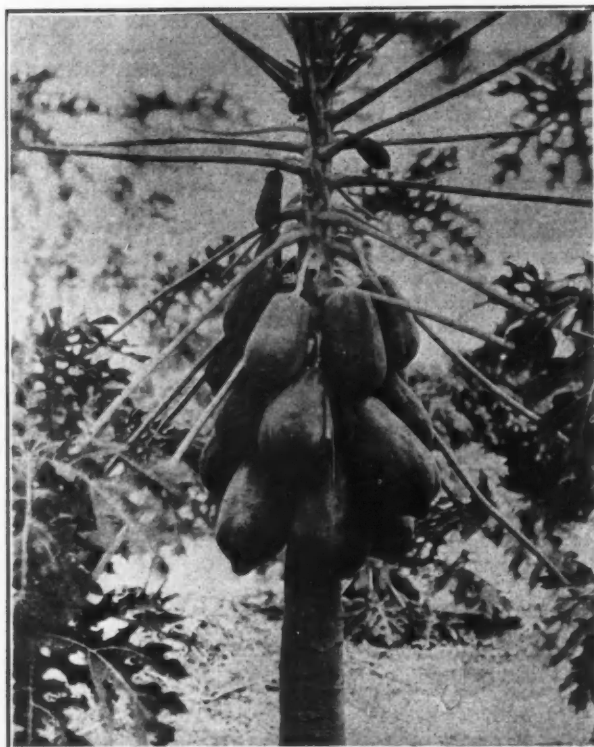
Just as some "hitch their wagon to a star," so did I figuratively hitch my linguistic "liability" to a fruit wagon, with a resultant increase in sales and an ever-widening circle of friends.

I discovered early in the game that most people like beauty. Some can be appealed to only through the palate. Still others react only to sensation. Happily, the great average can be reached by a judicious blend of all three: beauty, taste and color.

Not having an excess of ready cash, I centered my beautification efforts on the front of the grove at first, gradually working back until the whole of the 60 acres became what the name implies: Beautiful Groves.

Always, the tropics have appealed to me. Florida, South Florida and Dade county in particular, since it is my home, I have ever been anxious to benefit through my modest successes in promoting horticulture. To me, it is both a business and a hobby; a life work that is a pleasure and a daily joy.

For several years I have exerted my efforts toward collecting rare fruit trees, which I plant in the center of every square of four commer-



A typical "sensation" to visitors at Bonita Groves. One of many young papaya trees loaded with "pay dirt" fruit that brings 15 to 20 cents a pound.

were merely order takers for packing houses, some of which were 200 miles away. I was able to get the addresses of these distant packing houses in some instances and spent a week calling upon them. I learned that not a single place shipped entirely first class fruit. Only seconds or third-grade fruit was being shipped on single orders from these long-distance-management concerns.

It is obvious that such methods do not assist in building substantial business. "Quality first" at Bonita Groves is not merely a business slogan, but an accomplished fact, zealously followed. We have never had a single complaint on lack of quality. With us, fruit lacking merely in outward appearance, but ripe and delicious in quality is labeled "seconds" or even "thirds" and utilized only for marmalade or chrystalized candy.

The proof that these methods pay generous dividends is shown by our books. The first year of Bonita Groves' existence we sold a grand total of \$98.60 worth of our products. Two years later we had boosted this total to \$98,812.26. This year the aggregate of our products will run near \$500,000.

my wife remarked, I speak, read and write thirteen languages, but books—many of them expensive—are necessary for a linguist to brush up on



Visualizing Dr. Petersen's contention that an attractive display makes for increased roadside sales. The front lawn at Bonita Groves as the visitor-purchaser finds it.

cial trees. Also, I have collected palms and flowering bushes, so that at this writing we have at Bonita Groves 5,116 species of plants, of

experimentation.

Every season there are innumerable people who come to Florida, their minds hazy regarding "just

fair-minded. Efforts in their behalf bring quick appreciation. When our visitors see the boxes of fruit, the shelves laden with marmalade and candied fruits — incidentally displayed at the gate — no high-pressure salesmanship is necessary. Everything sells itself. They take the initiative in loading into their cars what we have to sell.

Quality is the best salesman. Each box sent out must make two friends: It must win for all time the man who bought it, and the one who received it. Our mailing list for that reason is a constantly growing one, due to the retention from year to year of old customers and the acquisition of new ones.

We owe it to the state of Florida to sell the best fruit it is possible to raise. But in attaining this objective I find it unnecessary to use a spray, which covers a multitude of sins. Trees raised under sanitary conditions are not troubled by insects or plant diseases. By intensive cultivation one is enabled to give each tree or plant individual care, something impracticable where tremendous acreages are "skimmed" over as is done by many growers. This class is also generally in the habit of burning all vegetation between plants and trees, in time utterly doing away with all humus, drying up the plants and ultimately starving them, causing them to become a ready prey to disease.

We utilize all waste products. This applies to every source of humus, and to the fruit too ripe to ship, yet good in every other way, which can

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A unique "show window" display on the Petersen lawn that never fails to halt a passing autoist.

which there are 1,258 varieties of trees bearing edible fruits.

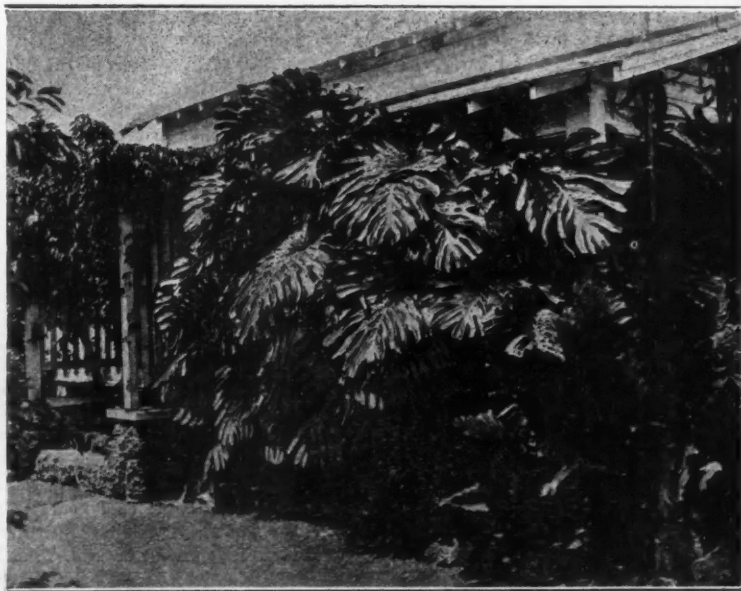
To me every tree is a living being, endowed with its own individuality. Each tree has its own story to tell. Many people like to listen to the tales of trees. To make people and plants understand each other better is a fascinating occupation. Nothing is more inspiring, more elevating, than to talk to the trees and make them respond to you.

I find that most people cherish deep in their hearts a longing for nature, with all its rare beauties. They may be unfortunate enough to live in large cities where a "lawn" is a plot as large as a pocket handkerchief; a "garden" a meagre collection of potted plants on some window sill where they are prey to the dust and dirt of traffic, feeding upon carbon monoxide instead of ozone. These pitiful efforts at gardening are virtual admissions of the universal "back to nature" urge.

To help people like these to get "back to nature" has been, is, and probably always will be, my life work. My experiments, my travels in foreign climes, have ever had for their one object the betterment of the race; already early in life I took cognizance of every strange or familiar plant I encountered. Constantly I made notes, not merely in European cities and in countrysides, but in Africa; consequently I feel that now I have a rich fund to draw upon in

what occupation to follow." Many have had experience in temperate zones, but lack the knowledge to proceed in this state, with its peculiar problems to be constantly met when one is not initiated. To these people I am always "at home". To help them to discover themselves is a real pleasure.

Americans are big-hearted and



"Show windows" at Bonita Groves are not confined to the front lawn as this picture of the rear of the Petersen home testifies. The huge plant is a *monstera deliciosa*, the fruit of which has been sold by Dr. Petersen to the Waldorf-Astoria at \$6 each.

One Grower's View

A Talk at the Growers Conference in Connection with the Polk County Orange Festival at Winter Haven, on January 27.

By H. L. Borland, Ocala

When I received your invitation to come to Winter Haven and participate in a discussion of marketing and clearing house problems, I accepted, not because of my ability to throw any light upon the matter, but because, by coming here, I might learn what these problems and difficulties are.

I have been a grower of citrus fruits from the same property for more than 28 years. I acquired this property from relatives who had established the same business about 20 years before my time, so that I can speak from records and a business of nearly 50 years in the growing and marketing of citrus fruit. Last year my individual production was over 17,000 boxes and this year is in excess of 10,000 boxes. I make this statement merely to establish myself as a grower among you.

Up to about 15 years ago, the marketing question was a real one. Then growers largely packed their own fruit, loaded it as best they could in a car sometimes containing half a dozen shipments, consigned to about as many commission firms; no chance to play the market; no opportunity for diversion; loaded without stripping largely, in ordinary box cars; sales on the other end made privately and there was no opportunity for the grower to check them and he knew nothing about the sale and very little of the market until the receipt of a telegram advising the arrival and sale of the lot.

Of course, such a condition was bound to change, as has practically every sort of merchandising during the same period. Modern packing houses were erected; the grower and packer handled the fruit more carefully; growers combined their shipments at the packing house to secure the advantage of car lot shipments under an established brand; the railroads granted many diversion privileges by which market conditions could be taken advantage of, and the grower insisted upon daily market information so that he would know exactly how his fruit was being handled.

I call your attention to the conditions 15 or 20 years ago and the situation as it exists today, so that you will see we have not been standing still; but have made vast improvement in the marketing end of our business.

Of course, the railroads leading out from Florida are ignoring the fact that it is not right to charge us practically the same rate to haul our fruit to market as is charged our competitors for a haul of about three times as long. So far as I can gather, all marketing agencies are agreed in their course for fighting this discrimination against us by supporting the Growers and Shippers League. Personally I have not heard of any disagreement with the operation of the League and from a grower's point of view I consider it is one of the most important factors in our marketing problem and probably ranks among the first deserving of our united support.

Now as to this Clearing House Proposition, Mr. Chairman, which you have asked me to discuss. Before we can go into this and discuss it upon its merits, we ought to consider some of the propaganda being put forth and the reasons therefor, if we can locate it.

In my home town of Ocala, about a week ago there was a meeting of the Florida State Chamber of Commerce. That body passed a resolution that it appoint a committee to investigate the citrus industry and that the committee be composed principally of men not connected with the citrus industry. The committee was appointed and was composed largely of bankers.

On the face of it, it looks as though that committee was hand picked and by the way they have gone to work it also looks as though they knew exactly what they wanted. I am wondering whether it is the interest of the growers that demand their attention, or the opportunity to secure some cheap government money to handle, or to have the government re-finance some of their "after the boom" paper.

I view with deep suspicion these efforts to assist the Industry by men who from other angles may be assisting themselves and at the cost of the industry. This is no new proposition. In times past, we have seen these leaders pretending to assist the grower and shipper and the real heart of the matter was they were engaged in promoting competition for him. That may be due to the era we have just been through, but as a business proposition, from a grower's standpoint, I feel that all questions should be

looked at only from the grower's point of view.

The Mayor of Tampa said he was going to devote a year to solving citrus problems. He did a lot of work and took before the Tampa Board of Trade what he said was a considerable amount of data to work upon. He was accompanied by a banker—one who is supposed to be in close touch with the industry. This Banker frankly said that what was needed was funds with which to build additional packing houses all over Florida. Having available all the information on the subject gathered by the Mayor, and being in a position where one would have thought he could judge of any necessity, as a grower I was much surprised at his statement—as it would have taken but little investigation on the part of one who was really trying to be of assistance to learn that at the present time there are now enough packing houses in Florida to overcrowd the market and sufficient to handle the volume offered for shipment. Every grower and packer knows this and when an outstanding banker makes the statement that additional funds are needed for more packing houses, we naturally wonder what interest he has at heart.

It is naturally hard for an outside grower to know the reason for all the propaganda going around as to the deplorable condition of the citrus industry. Our local paper in Ocala has been running what I am satisfied are "canned" editorials and simply some one's propaganda. A local banker spoke to me about what could be done to help the industry and I feel sure he had received a letter regarding it from some source. But my reply to my banker friend expressed my feeling in the matter.

"I don't see anything wrong with the citrus industry and I cannot understand why the endeavor is being made to make it appear that there is something wrong with it." I have been in the business a long time. I have found it a pleasant and profitable business. I believe I make more money on my investment in citrus than I could make on the investment in any other line. It is the only business I have and if that business is in a deplorable condition or on the brink of a catastrophe, I do not know it and, as I said in the begin-

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CITRUS COMMENTS

—BY—

Charles D. Kime, Orlando, Florida

This department is devoted to furthering horticultural interests of Florida. Letters of inquiry, discussion or criticism will be welcomed.

The simplest method of using fertilizer is to take an average spring formula when it is due to be applied and put it on in something like the right quantity and then to repeat this same procedure in May and again in October or November. Unfortunately this method is too often followed and is actually responsible for most of the dissatisfaction arising from short crops of poor quality. A grove is too valuable a property to be treated in this way. Every grove deserves an owner who if he cannot do so himself will see that it has a fair show to grow fruit through the work of someone who does know what to do.

There is much less mystery involved in fertilizing than the uninitiated have been led to believe. Several sources of plant food do not have to be mixed together before they become effective fertilizers. Any one of them can be used separately and will give the result typical of its particular action, the same as though it had been used in some mysterious combination. There is no objection to using single fertilizer materials in separate applications on any of our citrus varieties insofar as the tree effect is concerned. In many cases such applications have been found desirable and even necessary. Every year there are many groves on which this is done and the results speak for themselves.

As a yearly balance separate applications of straight materials would involve four applications and would be more costly to the extent of a part at least of the expense involved in going over the grove the fourth time. There would be an actual saving in cost of materials used that would cover some of the cost of extra handling.

A suggested line-up now in actual use, could be nitrate of soda or sulphate of ammonia in the Spring, castor pomace in May, acid variation available in such a line-up as other materials can be substituted so as to give the source variation in the totals, applied from year to year, which is desirable, and the materials themselves can be applied at different

times. In this way continued use of a single material year after year can be avoided, yet sufficient quantities of ammonia, phosphorus, and potash, the three absolutely necessary materials, are supplied at some time during the crop season.

Mixed goods are handy, generally contain the materials needed and more often than not give excellent result when used in sufficient quantity. They can be bought from many sources, all on the whole reliable. Some brands will store longer without "setting up" in the bag and the same is true of certain mixtures within brands. There is no question that the average grower likes to handle a uniform, non-hardening fertilizer, especially when he knows it will give results. This last attribute of a good mixture is one secret of manufacture which the grower will

known materials. The same condition applies in handling a property valued at \$10,000.00 or over as the case may be.

We often like to make up a possible formula which seems desirable for our particular needs and where this is done with any frequency an Adams Pocket Formula Rule is a good aid to quick manipulations.

In the table given in December issue from the organic materials we can select Peruvian Guano and Tobacco stems and from the chemical groups we can take sulphate of ammonia, nitrate of soda, acid phosphate and sulphate of potash and from these work out a 2000 pound ton.

The table quotes nitrate for the organic group when it should read ammonia for the percentages given. The prices of materials may vary but are given as the average price.

| Cost ton | Material | Ammonia | Phosphorus | Potash | Weight | |
|----------|------------------------|---------|------------|--------|--------|---------|
| \$62.00 | Peruvian Guano 10-9-2 | 1. | .90 | .20 | 200 | \$6.20 |
| 65.00 | Nitrate Soda 18% | 1.5 | 0. | 0. | 167 | 4.34 |
| 65.00 | Sulphate of Am. 25% | 1.5 | 0. | 0. | 120 | 3.34 |
| 18.00 | Acid Phosphate 16% | 0. | 8. | 0. | 1000 | 9.00 |
| 58.00 | Sulphate of Potash 48% | 0. | 0. | 6. | 250 | 7.25 |
| 30.00 | Tobacco stems 2-0-6 | .25 | 0. | .75 | 263 | 3.75 |
| | | 4.25 | 8.90 | 6.95 | 2000 | \$34.38 |

admit is of importance. The grower knows he can mix or have mixed almost any combination he desires for immediate use and get results, but he cannot mix and store the mixture without knowing what the combination will do.

The sources within the mixture are of importance under certain conditions that can only be decided by the time of year, the actual grove condition at that time and past applications. It is surprising how frequently it becomes necessary for the grower to resort to straight materials or to special mixtures because of the necessity of knowing exactly what is applied on his property. Unknown combinations, insofar as actual sources used in their mixing is concerned, are used every day, but where a crop of fruit valued at \$30,000.00, or even a few thousand, is concerned, only a very foolish man would risk its injury or loss if he knew he could improve its quality by applying certain

Add mixing and delivery charges to the above for approximate cost which would run about \$40.00 for the average location. Such a formula as this can be put out as a 4-8-6, the over run shown here being taken out by reducing sulphate of ammonia, acid phosphate and potash and increasing or adding the material giving the mixture handling quality, which in this case would be tobacco stems, Peruvian Guano or some organic material especially prepared for this purpose.

Occasionally we find growers insisting on a certain amount of cyanamid in their fertilizer. This material does not seem to be suitable for continued grove use, but there are a number of very fine groves in the State that have had some forty to eighty pounds per ton as a part of the mixture. Cyanamid is credited with a total nitrogen content of 20.5 with the ammonia equivalent of 24.5.

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The Citrus Industry

with which is merged The Citrus Leaf

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GROVE CALENDAR FOR FEBRUARY

Timely Suggestions For Grove Work During The Present Month

Disc around bearing trees. Do not disturb banks around young trees.

Spray or fumigate for control of scale and whitefly.

Spray with bordeaux-oil emulsion for control of scab.

Apply fertilizer to bearing trees. This application of fertilizer should contain a high percentage of ammonia and a low percentage of potash.

Secure seed and prepare ground for planting of your spring cover crops.

Complete pruning and treat old seedling trees for foot-rot. Replace trees where needed.

A SANE PROPOSAL

The present season has been prolific, even more than usually prolific, in suggestions from outside sources as to the proper solution of Florida's citrus ills—real, semi-real and unreal. These suggestions have ranged all the way from very good to very bad, from coldly practical to highly impractical.

Probably the best of these suggestions com-

ing from an outside source, possibly best because it is the last and has the benefit of those suggestions which have gone before, it that generally known as the "editors' plan", formulated at a meeting of editors from the citrus growing counties held in Tampa at the invitation of S. E. Thomason of the Tampa Tribune. Possibly, too, the reason that The Citrus Industry considers this the best of all plans suggested, is to be found in the fact that the suggestion very closely follows the advice which The Citrus Industry has been harping upon during the course of its existence—that the proper method of solving Florida's citrus problems lies primarily in the production end. Once the production problems have been solved, the marketing problems will largely take care of themselves.

The Citrus Industry has been inclined to look with some degree of suspicion upon some of the suggestions made by outside sources, but it stands ready to give its unqualified approval and support to the plan outlined by the editors at the Tampa meeting.

Referring to the suggestions made at this gathering, the Tampa Tribune under date of January 31, says editorially:

The Tribune is conscientiously committed to the idea that the salvation of the Florida citrus industry depends primarily upon the right kind of an organization of GROWERS.

Marketing problems may exist, as they do. Jealousy between shippers may exist—as it does. But until the growers themselves—the men who actually produce the fruit—get together in a more intelligent mutual understanding of the problems of PRODUCTION—all the other talk is mere stuff and nonsense.

The situation as it actually confronts Florida growers now is that: We can't put our fruit in the market on a parity with that of California.

And the next question is: WHY?

Because our fruit is not as uniformly good as California's. Because it does not get into the market under as favorable conditions of grade, display and attractiveness as California's.

Again: WHY?

Because it does not leave the grove in as good shape as that which leaves the groves of our competitors—across the continent. Because it is not as favorably displayed.

Again: WHY?

We get back to the fundamental proposition, not that it isn't as good fruit, but because the men who produce it, the men in the grove, the owners of the land, the GROWER, doesn't pay as much attention to the ultimate appearance and price in the MARKET as he should.

How is this to be corrected?

There is ONLY ONE WAY.

That is by an organization of GROWERS. You may talk yourself black in the fact about marketing, about co-operatives, about independents, etcetera—but you have to get back to the fundamental:

THE WAY TO HELP FLORIDA FRUIT IS TO MAKE FLORIDA FRUIT BETTER!

AND THE WAY TO DO THAT IS TO GET TOGETHER THE MEN WHO PRODUCE THE FRUIT.

A GROWERS ORGANIZATION.

The only criticism which The Citrus Industry has heard in reference to the so-called "editors' plan" is that the proposed organization might, and possibly should, be merged with the Florida Horticultural Society. That the Horticultural Society itself may look with favor on such a suggestion is seen in the appointment of a committee composed of President L. B. Skinner, Secretary B. F. Floyd and Director C. W. Lyons, to go into the matter of such a merger with Mr. Thomason.

Whatever the result of this conference may

be, The Citrus Industry believes that the "editors' plan" contains suggestions of merit which will result in greater benefit to the industry than any other plan yet suggested.

WHY DON'T CITRUS GROVES PAY?

There is just one answer to that query:—

They do. That is, properly planted, properly protected and properly cared for, citrus groves do pay.

This, too, in the face of the statement by Frank Parker Stockbridge, who declares that while Florida grapefruit groves may pay a profit, that "the best thing to do with Florida orange groves today is to cut them down."

Evidently Mr. Stockbridge has been studying Florida from the pinnacle of the loft of the Woolworth building in New York. Certainly, he does not know his Florida from personal contact with its orange groves.

It is true that not every grower of Florida oranges finds the business profitable every year. The same is equally true of orange growers in California or Texas or wherever oranges are grown. It is true of the cotton or rice planter, the wheat or corn farmer or the apple grower. But, because every grower does not make money every year has no more to do with the stability of the orange industry in Florida than does the fact that not every cotton planter gets rich detract from the growing of cotton as the fundamental industry of the cotton belt.

As a matter of fact, the grower of oranges in Florida who devotes himself to an intelligent study of the subject and diligently applies the knowledge gained, stands to make a higher percentage of profit from his groves than almost any other follower of horticulture.

As a matter of fact, the more intelligently managed groves of Florida make money for their owners year after year. Figures supplied by the state marketing bureau show that even in the lean years of 1925-26 and 1926-27 the average net price returned the grower was well in advance of the highest estimated cost of production used as a basis for figuring profits.

Recently, a gentleman who is directly interested in the production of oranges in Florida and California and also in the production of deciduous fruits in other sections, declared that the Florida groves in which he is interested returned a better profit than any of his other investments in fruit properties. Which is all that is needful to say in regard to Mr. Stockbridge's misinformation in regard to Florida orange growing.

THE SOUTH FLORIDA FAIR

The South Florida Fair just closed at Tampa, more than fulfilled its promise of being the greatest exhibit of citrus products ever held in the state, or, probably when extent of exhibits and varieties of fruit shown, is considered, in any state.

Speaking of this exhibit and the quality of the fruit shown, Prof. Robert W. Hodgson of California, said:

"There is no need of Florida and California having any bitterness against one another. Flor-

ida and California have more in common in a discriminating and unique way than any other two states in the union. We have more need of knowing each other better than any other two states, in a friendly, intelligent and co-operative way.

"The reason is that these two states jointly possess more than 90 percent of the sub-tropical areas of America. Climate is the chief natural resource of both states, and climate is a principal asset of no other state. Incidentally, climate is a natural resource that cannot be destroyed, like timber, minerals, or oil. This being the case, the two states should intelligently exploit their climatic resources, and in this be rivals for the favor of the rest of American citizens.

"This heritage, jointly shared and intelligently developed, will make each state a mecca for all who can travel. Eventually there will not be enough in both to go around.

"There is fruit on display at the South Florida Fair right now that I don't think can be beat anywhere. You are producing in Florida some fruit of a quality that in my opinion is the best I have ever seen.

"The very fact that there is on display in this fair such fruit indicates to me what can be done in Florida."

HORTICULTURAL SOCIETY MEETING

The Florida State Horticultural Society will hold its forty-first annual meeting this year at Winter Haven on April 10, 11 and 12.

This society, one of the greatest factors for the development of horticulture in Florida, is officered by L. B. Skinner of Dunedin, president; Bayard F. Floyd, Davenport, secretary; and Norman Reasoner, Oneco, treasurer. W. W. Yothers, of Orlando, is assistant secretary in charge of memberships. A remittance of \$2 sent to Mr. Yothers, Box 491, Orlando, will bring a receipt for a year's membership.

A program of unusual interest is being arranged by the officers and executive committee for presentation at the Winter Haven meeting.

GROWERS SEEK UNITED FRONT

At a meeting held in Winter Haven during the progress of the Annual Polk County Orange Festival, plans were set on foot for a state-wide organization of growers to study production, packing and marketing problems, and to work out if possible some plan for carrying out the clearing house idea as a growers' organization.

Resolutions were adopted regretting the failure of members of the Fruitmen's Club to get together on the proposed clearing house plan, and it was brought out that practically all growers present were favorable to some plan for a Clearing House Association.

A meeting has been called for Winter Haven on February 14, when it is expected that several hundred growers from all parts of the state will be present to express their views of citrus needs from the grower's standpoint. Representatives of other plans suggested for the betterment of conditions in the industry will be invited to speak at the meeting.

CITRUS EXPORT TRADE

Europe offers Florida an almost unlimited market for both oranges and grapefruit, in the estimation of Mark Hyde, Jacksonville manager of the Armour cold storage plant which has charge of the approximately 6,000 boxes of citrus now being shipped each month from Jacksonville to European markets. This fruit is pre-cooled at the Armour plant in Jacksonville before being loaded for trans-Atlantic shipment.

Mr. Hyde declares that his experiments have shown that citrus fruits may be kept in cold storage for three to five months, go through the regular channels of merchandising and be put on the consumer's table in London, Glasgow and other European cities in sound and attractive condition.

Mr. Hyde states that Armour and Company fully believe that with proper co-operation of Florida growers and packers, Florida fruit may be placed on European markets in successful competition with citrus grown in other parts of the world. Mr. Hyde says that his company is definitely committed to the plan of encouraging and developing the exportation of Florida citrus fruits direct to European markets through Florida ports.

In view of the anticipated increase in citrus production, particularly in Florida and Texas, the development of European markets as an outlet for surplus fruit in years of heavy production should be fostered and encouraged by Florida growers.

HE LIKES IT

Writing to The Citrus Industry, one of the most successful citrus growers and horticulturists on the Lower East Coast says:

"Permit me to congratulate you on the letter which Joe M. Knight wrote for your last issue. A copy of that letter should go to every grower in the state. It is right to the point and worth more than a thousand essays of would-be-horticulturists."

POLK WINS CITRUS PRIZE

Polk county, in the central highlands, wrested the citrus laurels from the East Coast section at the South Florida Fair, winning the blue ribbon for the best citrus exhibit. Brevard county, on the East Coast, won second, and Highlands, another central Florida county, won third.

For almost as many years as one can remember, first prize for citrus at the South Florida Fair has been won by St. Lucie county, in the Indian River section of the East Coast. St. Lucie, content to rest upon laurels already won, did not enter the contest this year.

But the judges had no easy task in selecting the winner. Imperial Polk was closely followed, not only by the counties winning second and third prizes, but also by Indian River County, Manatee county and other leaders in citrus production which had exceptionally fine exhibits at the fair this year.

The decision of the judges demonstrates this fact at least—that no one section of the Florida citrus belt holds a monopoly on the production of superior fruit.

More Dollars Will Grow on Your Citrus Trees

GIVE your trees the quick acting nitrogen they need. You will pick more dollars than you ever picked before.

Chilean Nitrate of Soda is the nitrogen your Citrus Trees need. It acts at once. Trees and fruit respond quickly. Fruit has fine flavor and you get much more of it.

John Curtis, Lake Wales, Fla., has a block of 24-year old grapefruit trees which produce about 40 boxes of fruit per tree per year. One tree produced 52 boxes. This grove has paid a net return of \$3000 per acre for the last 4 years and has had good crops every year for 9 years. Each tree received 120 to 150 lbs. of fertilizer per year and in addition 10 to 15 lbs. Nitrate of Soda per tree 10 days to 2 weeks before the fruit is picked.

It's Soda, not luck

The yield and the profit tell the story. It is Soda, not luck that produces the big money making Citrus crop.

Free Book on Fertilization

Our new 44-page illustrated book "How to Use Chilean Nitrate of Soda" gives fertilizer information for Citrus and all other crops. It is free. Ask for Booklet No. 1 or tear out this ad and mail it with your name and address.

Chilean Nitrate of Soda

EDUCATIONAL BUREAU

Orlando Bank & Trust Building

Orlando, Florida



In writing please mention Ad. No. 25B

IMPRESSIONS

By The Impressionist

The English language is a wonderful thing, especially to those who are not raised to speak it. English spelling is only a little worse, particularly to those of the Scandinavian countries who are accustomed to spell phonetically, or precisely according to sound. All of which, however, needn't detract from the enjoyment of the following note, left for Charles A. Price, assistant general salesmanager of the Florida Citrus Exchange at his home in Tampa by the Swedish maid:

"MR KOVOD FOND YO SHUD
FONIM SUN YO KOMBAK SED YO
BESUR FONIM BEFORLONG FNOT
YO KUMOVER HISOUS."

H. Ed Cornell, vice-president and general manager of Glen Saint Mary Nurseries has recently been giving considerable attention to the Texas field, and to developing Texas business. It is his opinion that the situation in the Texas citrus area, which resulted in Florida citrus nursery stock being embargoed in eight Rio Grande Valley counties and all other Florida nursery shipments into Texas being made under bond and subject to strict inspection, resulted from "bootlegging" by Texas nursery stock importers rather than from any fault on the part of Florida nurserymen. A few years back several Texans visited Florida and bought citrus nursery stock largely. The purchases in some instances were dictated by consideration of price rather than quality. A large amount of very low grade nursery stock was purchased in this manner from small growers and abandoned nurseries, and in turn is said to have been retailed in Texas as first class Florida stock. This is thought to have been responsible for bringing Florida nurseries into disrepute. To overcome this handicap Glen Saint Mary recently has been cultivating the Texas field intensively, and has opened a full fledged branch nursery there.

W. H. (Bill) Mouser of W. H. Mouser & Co., Orlando, says certain phases of the long and agonizing Clearing House negotiations reminded him of the effort of a small town in Idaho to harmonize its religious differences in the effort to support one small church adequately. A large,

elderly gentleman with a flowing beard who had come to the meeting in company with five or six ladies rose and addressed the gathering, saying:

"I believe this idea of discarding creeds is excellent. Ours is all too small a town to try to support a number of denominations. It seems only common sense that we should put aside minor matters of creed and get together into one church. The idea appeals to me. Let's all be Mormons."

One of our friends who is a strong adherent of cooperative marketing questioned a recent remark in these columns when we characterized the California Fruit Growers Exchange as, "the longest lived cooperative in the United States." He wants to know why a cooperative organization should not be as long lived as any other. No reason why that we know of. As a matter of fact, the California Fruit Growers Exchange and the Florida Citrus Exchange prove that certain cooperative organizations can be long lived and useful. However, it is statistically true that the average life of farmers' cooperative organizations in the United States is approximately three years. The California Fruit Growers Exchange underwent at least two reorganizations and changes of name before it struck its stride, but that is now a long time ago. All of the other big California cooperatives have been either reorganized or revamped so frequently that it is puzzling to keep track of them. Our impression is that the late G. Harold Powell in California and the late Dr. J. H. Ross in Florida contributed very largely to piloting their respective organizations so as to avoid the shoal water in which other cooperatives have met disaster.

And now Dr. O. F. Burger, well known plant pathologist of the Experiment Station and personal friend of thousands of Florida citrus people, has passed suddenly, the victim of an automobile accident under circumstances beyond his control. A reckless driver, reported to have been drunk at the time, crashed his machine into that in which Dr. Burger was riding upon a lower East Coast Highway and fatally injured the

scientist. He did not live to leave the hospital into which he was hastily conveyed. Along with many others we mourn the passing of a friend who was a most valuable asset to our industry. Our impression is that if many of our Florida sheriffs whose tenures, to speak mildly, are "political," could be replaced by men who would be sheriffs-in-fact, it might be possible to terminate the open season on decent citizens which in many sections prevails.

Down at the Orange Festival at Winter Haven, standing with Frank Seng watching the packing contest. An apparent controversy arises over the prize awards. We inquire as to the method of scoring and learn that eighty points out of a possible hundred are given for speed. We remark to the effect that in our humble opinion it is all wrong that too great speed in packing is to blame for failure to do better work in many packing houses. Frank Seng concurs heartily. It seems he and George (Diamond "K") Koplin had just been discussing the matter and were in agreement that too fast packing is a liability rather than an asset to the industry.

Quite an Orange Festival this year, by the way. Allen Walker, K. E. Bragdon and the long list of other public-spirited and hardworking Polk Countyites deserve a lot of credit. Let's hope the event can now continue from year to year without a break, and become better with each succeeding event.

C. W. (Joe) Lyons lived up to his reputation as Florida's foremost philanthropist, by buying lunch for us and some of the other stage performers and Festival officials following the Friday Growers Conference in connection with the Festival. As Dr. Ross used to say, it was a "fine and philanthropic action." Incidentally, it was an interesting luncheon following a Conference which had laid stress upon constant effort to improve the quality of our citrus production. Harry Borland of Ocala and Citra who as a grower of acknowledged quality fruit had shown in his platform talk a lack of sympathy for

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The Home Garden

An Appreciation By Isabelle S. Thursby

The question as to whether the home garden pays has already been answered in the affirmative. Data obtained by government and state experiment stations all over the United States, has shown that the vegetable garden area produces larger gross returns, with less investment of time and money, than any other part of the farm.

But, even so, most farmers are inclined to under-estimate the financial value of the home-garden; because probably,—the bulk of the produce goes to the family table instead of being converted,—by sales, into actual dollars and cents.

The home garden and the home orchard has been called the "health resort" of the farm. There are men in the state today, who would give more than the best truck farm, the best commercial orange grove is worth just to be well. The home garden is not only a good investment from the standpoint of dollars and cents, but it pays in rich dividends in a currency far more precious than money,—better health.

In Florida we are told we may have fresh vegetables in the home garden the entire twelve months of the year, but, do we? Of course, during the late war, every one garden-ed—but that garden fever that was fostered at that time has lamentably died down. Did it cost more to raise one's own fresh vegetables than to wait for a wagon to pass, or to go to the grocer for the near fresh—or to serve merely meat and potatoes? Evidently that is what many thought, for when the home garden is mentioned they shake their heads and say, "It doesn't pay, it is cheaper to buy vegetables."

However, only recently studies have been made by biological chemists of high renown to find out just how much difference there is in digestibility and food value of fresh vegetables, as compared with wilted ones. They have found out some things we all should know.

Many of us who have garden-ed for years have a hazy idea of the extra value of fresh vegetables, and we generally associate that value with the succulence and fine flavor of vegetables that stop between garden and table only long enough to be cooked.

We know that sweetness of peas and corn, the fine flavor of tomatoes, the crispness of the cucumber, and the tenderness and sweetness and succulence of beets and carrots fresh

from the garden as compared with those we get from the markets. And, if we have garden-ed long enough we almost prefer to go without certain vegetables than to buy them, near fresh.

But, by this time every one should know of the importance of vitamins to the daily diet. Just what "vitamins" are, nobody is yet able to tell us. Perhaps the best description of their importance is given in the conservative statement of Casimer Funk: "There is no doubt that vitamins do not mean everything in nutrition. One cannot live without vitamins, but one cannot live on vitamins only. There are some who told that the vitamins are only a fad in science, which will pass away as many other fashions have passed. This is not so, the vitamins are here to stay."

The only reliable information we have about the vitamins has come from feeding tests with guinea pigs, rabbits and rats, and the indirect evidence from the feeding of dairy cattle, hens and humans.

When the cows go out on grass, after being dry fed all winter on hay and grain, they gain in milk production, physical condition and smoothness of coat "out of all production to the caloric value of the grass ingested". Rats fed a balanced ration including 5% of butter fat from cows on pasture, made a normal growth which could not be had from feeding the same rats the same ration plus 20% butter fat from cows on dry feed. And the value of the milk from grass fed cattle is proportionately greater as a human food than that from cattle on dry feed. Eggs from grain fed hens have not the food value that they have when in place of dry oats they are fed sprouted oats.

Certain expeditionary forces of Great Britain are given a ration of sprouted beans to prevent scurvy for it is known that scurvy, certain forms of anemia and diseases of mal-nutrition are due to the lack of sufficient vegetable diet. The dried grains are entirely lacking in the anti-scurvy vitamin, but as soon as they are sprouted and the green (chlorophyll) appears, the vitamin (B) also appears in great quantity.

Young and tender carrots are far richer in vitamins than old ones, and all vegetables lose their vitamins when in storage. Each hours separation from Mother Earth subtracts from the value of the food. Don't forget that they kill rats and guinea

pigs and rabbits on what many folks consider the best part of our daily diet.

Of course, we are not to eat vegetables solely for the sake of vitamins. We couldn't if we wanted to, because they possess so many other attractions and food virtues. The mineral in no other field of food has such an abundant and varied embarrassment of riches. For first of all, and more important than even the vitamin content—the two are associated together—is this richness and value of their mineral content, — food for the bone, brain and blood.

Then, vegetables are richly endowed with flavor, — that primary consideration of all food, — and, being largely composed of water — fresh, distilled water from Nature's fountain of health, they are easy and pleasant to eat. Even their form and color are calculated to please the sense of sight — which is the first gate to food selection, and the ease and rapidity which they can be grown for home use is another commendable quality.

The family with an unused, vegetable garden space is guilty of high treason, not only to its appetite, but likewise to its health — and finances. A palate that is not familiar with the food joy of fresh vegetables that have not become withered in their journey from soil to serving, is indeed to be pitied. And, since the cultivation of all but a few of these delectable forms of food, requires no more time, skill or effort than is available in the average home, a home vegetable garden assumes the proportions of a duty — and a most pleasant one!

The fresher a vegetable the better it tastes and the more it does to help in health and body building — since it is richer in vitamins and minerals.

Much, however, depends on the manner of cooking. It is permissible to say here that almost as much depends on proper preparation as on freshness. As with Dr. Holmes' recipe for the education of a child—that it should begin five generations before the child is born—so in the matter of properly prepared and cooked vegetables, the cooking should begin with the selection.

One reason why many persons are not enthusiastic about vegetables is this—that so seldom are vegetables eaten young enough. The mere fact that they are fresh is not sufficient

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BLUE GOOSE NEWS

Monthly News of American Fruit Growers Inc.



Edited by The Growers Service Department

Florida State Horticultural Society

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PAGE 1

EDITORS TO SUPPORT HORTICULTURAL SOCIETY

Following prolonged investigation and much discussion editors of a number of newspapers within the citrus area recently arrived at a program which apparently points to their giving strong support in the future to the work of the Florida State Horticultural Society, according to the following report of their conclusions as printed in the Tampa Tribune:

Editors of 11 newspapers published in seven counties of the Florida citrus belt pledged their support on January 27 to the growing movement among fruit growers to organize for the purpose of improving the citrus industry by raising the standard of the crop through the increased application of modern methods of growing, grading and preparation of fruit for the market.

The newspaper executives, in adopting their program, discussed every phase of the industry at a luncheon conference held at the Tampa Bay hotel. They agreed that the greatest opportunity of development in the citrus industry lay in the increase of scientific production, and in avoidance of any contact with the highly controversial problem of marketing until production problems had been solved.

Nathan Mayo, state commissioner of agriculture, and L. M. Rhodes, state marketing commissioner, attended the conference and pledged to the editors the support and active co-operation of their respective bureaus in furtherance of the work undertaken.

The program adopted at the conference is the outgrowth of four months of intensive investigation of the citrus industry made by newspaper representatives. The skeleton of a proposed growers' organization was presented to the editors and thoroughly discussed and the plan was unanimously endorsed as a whole. The editors hope to enlist every Florida newspaper in the first concentrated effort to organize the

FLORIDA CITRUS IS YIELDING GOOD PROFITS

William H. Baggs, vice-president and general manager of the national organization of the American Fruit Growers Inc. has been spending some weeks in Florida. His trips of inspection and visits to packing houses and leading growers have carried him into almost every section of the peninsula.

On these visits he has been accumulating data relative to production and prices realized on the trees by numerous Florida groves of medium to large acreage.

Recently at the Orlando offices he revealed that these figures, when compared to similar figures from other fruit producing areas outside Florida which he has obtained during the last few months, show that, at least for the larger groves, citrus growing in Florida yields a larger net profit per acre than does fruit growing elsewhere in the United States.

In making these comparisons, Mr. Baggs, included the production of citrus fruits in the United States outside Florida, the production of apples in several apple producing regions, the production of pears, peaches and several other fruits in several areas noted for their respective fruit production.

The recent marketing agitation in Florida Mr. Baggs attributes in the main to unsatisfactory experiences with small acreages by some owners. He believes it would be interesting to obtain accurate figures from all Florida citrus acreage, large and small, to ascertain if this is the fact, provided such figures could come from sources of undoubted authenticity.

growers for better production.

Only by production of better fruit, scientifically grown and more carefully graded, the editors believe, will the growers of Florida be enabled to demand and receive higher prices for their product. An organization, such as contemplated in the formation of the proposed Growers league, accord-

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CITRUS REVIEW AND MARKET OUTLOOK

By F. L. Skelly

Up to and including February 2, Florida had shipped 11,405 cars of oranges as against 12,958 cars to the same time last season. For the same period Florida grapefruit shipments were 7,201 cars as compared with 7,838 cars last season. Mixed citrus shipments this season for this period were 3,891 cars as against 2,664 last season. Total Florida citrus shipments to this date were 22,497 cars as compared with 28,458 cars last season.

In view of the acknowledged extreme shortness of this season's total crop, and with shipments to this time only approximately 1,000 cars short of the same period last season, it is apparent that there remains on hand to ship by far less fruit than was available at the same date last season.

Couple with this the fact that the best season of the year for the consumption of citrus fruits is just opening, and it would seem sure that most satisfactory prices must prevail from this time forward. The extreme low temperatures which in mid-winter often curtail the movement of citrus fruit into consumption in northern centers are about past, and the markets should be eager for all Florida fruit of good quality which arrives.

Texas has about cleaned up the movement of its grapefruit crop and inquiries are coming from sections which have been looking to Texas for their supplies. The comparatively heavy movement of grapefruit from Florida for a couple of weeks alone can account for holding grapefruit prices down. A more restricted movement from Florida without doubt shortly will create most satisfactory market conditions on grapefruit.

California navels have been coming forward rather slowly, and are due to increase in volume; but the visible demand in view of Florida's remaining short supply should hold all fair to good oranges at excellent price levels for balance of the season.

BLUE GOOSE NEWS

OFFICIAL publication of the American Fruit Growers Inc., Growers Service Department, published the first of each month in the interest of the citrus growers of the state of Florida.

EDITORIAL ROOMS
502 Yowell-Drew Building
ORLANDO, FLORIDA



THAT CHART

A number of our employees and others have asked us for an explanation of a chart of citrus shipments printed recently as part of an advertisement by another shipping organization.

We cannot explain it.

We can only infer that the discrepancies readily to be noted therein were the result of unintentional error; and that the responsible persons will without delay make acknowledgment thereof and issue a public correction.

We cannot attempt to explain a chart which shows shipments during three months this season at approximately 3,500 carloads in excess of the figures of the U. S. Department of Agriculture; and which on some single days shows shipments as much as three hundred carloads in excess of the Department of Agriculture's daily published records of citrus shipments from Florida stations.

In fairness to the Florida industry, it would seem some adequate explanation is due from the source from which the chart emanated.

EDITORS TO SUPPORT HORTICULTURAL SOCIETY

Continued from page 1

ing to expressions from the newspapermen, will also band growers together into a coherent group, concerned only with state-wide improvement of the quality of Florida-grown citrus. The proposed league also will provide to marketing associations and the authors of co-operative dis-

tribution systems a definite organization to which these systems can be later presented for acceptance or rejection.

The plan for a growers organization, as approved by the editors, contemplated a league to serve, without profit, the best interests of citrus fruit growers in the state of Florida by disseminating accurate and reliable information among its members, and to encourage—through meetings of the members, and in all other legitimate ways—all measures contributing to the success and advancement of the citrus growing industry in the state of Florida.

The service to be rendered should include the assembling of information from all available and reliable sources, and distributing the same to the members, concerning:

Proper methods to protect and increase the productivity of land now under cultivation.

Proper methods to clear and place under cultivation land not previously used for citrus growing purposes.

Proper methods to obtain soil analyses, and determine the adaptability of lands for the growing of citrus fruits.

Proper methods to fertilize various lands for the production of the best citrus crops thereon.

Proper methods to protect citrus crops from pests and diseases now or hereafter prevalent in Florida.

Proper methods to prevent damage from frost and freezing.

Proper methods to grade, and the proper grading of the various commercial varieties of citrus fruits to the ultimate end of standardization and production among the members of the most successful commercial varieties.

Proper methods to fertilize, cultivate and protect auxiliary truck and live stock products by citrus growers.

Extension of the use of citrus fruits for fruit juices, canning and other citrus products and by-products.

The services to be rendered should further include the holding of frequent, periodical community, county and state-wide meetings among the members for the above purposes, at such intervals and at such places as the local and county organizations prescribe.

The services to be rendered should include the assembling of information concerning legislation, necessary and adequate for the proper protection and encouragement of the citrus growing industry in the state of Flor-

ida, and the presentation of such information to the legislature by and with the endorsement of the membership of the organization, to the end that the laws of the state of Florida for the production and encouragement of citrus growing under the most advanced methods should be adequate and complete.

It should be within the powers of the organization with the approval of its membership, to assemble and furnish to its members information concerning the improvement of the financing methods now prevailing among citrus growers, and, with the approval of its membership, to assist in the promotion of subsidiary organizations for such financing.

It should also be within the powers of this organization to assist in the organization of activities for the promotion of school, and social welfare, and other meritorious community enterprises.

The editors attending the conference were: Glenn Ramsey, Bradenton Herald, Manatee county; P. V. Leavengod, Ocala Star, Marion county; Roy T. Gallemore, Bartow Record, Polk county; J. C. Brossier, Orlando Reporter-Star, Orange county; Geo. D. Lindsay, Sarasota Herald, Sarasota county; Lew B. Brown, St. Petersburg Independent, and W. L. Straub, St. Petersburg Times, Pinellas county; Thomas Gilbert Freeman, Scenic Highlands Sun, Avon Park, Highlands county; J. E. Worthington, Lake Wales Highlander, Polk county; Sam H. Farabee, Lakeland Ledger, Polk county, and S. E. Thomason, J. S. Mims and E. D. Lambright, Tampa Tribune, Hillsborough county.

Basing their discussion on figures from charts and data compiled in a thorough investigation of the condition of the citrus industry and its problems, the editors considered the need for such an organization as that proposed.

It was stated: "The primary effort of any movement to improve the condition of the industry must be a comprehensive union of the growers to improve the quality of Florida fruit by scientific production. The proposed organization should devote its energies to citrus problems from the time the soil is cultivated to the time the fruit leaves the packing house. Once the crop standard is raised, marketing problems will solve themselves through increased demand for a superior product. In horticulture as in manufacture, goods well made are

OUR POSITION

We ask only to be allowed to attend to our own business, which is the marketing of fruit for those growers who retain our services. We reserve the privilege to enter any organization of any nature into which we may be invited, or to stay out, strictly in accordance with our own best judgment and without necessity for explaining our action to anyone save those growers it is our honor to serve. We accord the same privilege to others.

American Fruit Growers Inc.

half sold.

"Fifty percent of the growers' potential prosperity—fifty percent of their available potential increase of income—is to be obtained by improving conditions arising before shipment." Citing the wide range of prices paid for Florida fruit, one publisher said: "It is useless to talk about improving sales methods until the product is right."

The newspapermen agreed that the platform of the organization embraces only non-controversial subjects, and does not affect allegiance to present organizations within the citrus industry. It concerns itself only with those problems of production which must be solved before any marked improvement can be made in the systems of distribution."

SEATTLE GRAPEFRUIT

MARKET IS SHUT OFF

Advices from Seattle are that Imperial Valley grapefruit is coming into that market now in sufficient quantities to practically shut out Florida grapefruit, which previously has found an important market there.

The Imperial Valley grapefruit moves via water at a rate of sixty-

five cents per box; and is being strongly featured in the advertising of Seattle chain stores at low prices. On the wholesale markets there it has been quoted at from \$2.50 to \$3.00 per box cheaper than Florida grapefruit delivered in Seattle.

Our informant adds: "Dealers advise they cannot afford to handle much Florida grapefruit at the prevailing high prices."

DECLARE MORGAN IS PUBLIC BENEFACTOR

Among those who have dedicated the fruit of their researches to the good of mankind, the name of A. H. Morgan of Rialto, Cal., will stand in the front ranks. This man, the discoverer of a process which will arrest decay in citrus fruits, has refused the offer of \$1,000,000 for the formula, and has given it freely to the citrus industry, for the utilization of all who desire it.

As a result of this generosity, a number of California packing houses have availed themselves of the discovery, and others will do so in the future. The further results will be of benefit both to the grower and the consumer of citrus fruits, in that the

product will keep much longer in perfect condition than it could without the preserving process.

The treatment of the fruit with bicarbonate of soda has been tested out thoroughly by the United States Department of Agriculture, as well as in California fruit growers' laboratories, and is declared to have met every requirement. Fruit has been shipped to Europe, handled hundreds of times, and returned after the lapse of four months in as good condition as when it started on its journey.—The Produce Bulletin.

ROCHESTER MAN IS FLORIDA VISITOR

L. J. Maid, Blue Goose representative in Rochester, N. Y., accompanied by Mrs. Maid, recently was an interested visitor to the Orlando offices.

In addition to an extended visit here, Mr. Maid made a comprehensive trip over the citrus areas of Florida, which took him from DeLand on the North to Fort Myers and Miami.

Mr. Maid was greatly interested in observing personally packing house operations at mid-season; and in adding first hand to his already rather complete knowledge of Florida citrus handling.

UNIFORMLY



THE BEST

Pardonable Pride

It is estimated that during the present season probably ninety per cent of the first grade oranges shipped from California will be electrically marked with a trademark on the skin of each.

This season too, for the first time, a very large portion of the first grade citrus fruits shipped from Florida will similarly be electrically marked with the trademark of one or another shipping organization.

It is only a few years ago since the American Fruit Growers Inc. pioneered the electrical marking of citrus fruits. By others it was for several years regarded as a highly experimental proceeding. The group of marketing experts who direct the affairs of the American Fruit Growers Inc. did not regard it as such. They looked upon it as a long step in advance in the marketing of perishables, a step which ultimately would make possible for such products the same intensive and scientific merchandising which is found in the field of manufactured products.

The passage of time has proven the correctness of the judgment of these experts. If we take pride in thus having pioneered the most far-reaching single step in the past twenty years in citrus marketing, we believe that pride to some extent is pardonable.

American Fruit Growers Inc.

Orlando, Florida

DEPENDABLE



QUALITY

Natural Steam Heat For Groves?

By J. G. Grossenbacher, Florida Insecticide Company

In the Science News-Letter of December 31, 1927, (published in Washington, D. C.) there is a review of a paper by John L. Hodgson that he gave recently before the British Association for the Advancement of Science, that can be shown to have a possible bearing on protecting our orange groves and truck farms from cold waves that occasionally hit the State.

It is pointed out that in certain sections of the world steam actually is emitted thru breaks in the Earth's crust and that in California and Italy bore holes 700 to 800 feet deep are actually bringing up steam that is being used for industrial power.

Mr. Hodgson, who is said to be an engineer of high standing in England, maintains that he has worked out a method of boring a hole into the earth even as deep as thirty miles. It is doubtless a fact that even at a depth of five or ten miles very high temperatures would be encountered. In fact, he figures that two piped holes five miles deep and thirty miles apart, if connected at their bottoms, would furnish steam at the Earth's surface for the first 1000 years of more than 4200 horse power. It is claimed that the construction of such a natural power plant would be only about ten times that now spent for the building of a plant furnishing that amount of horse power.

Mr. Hodgson has apparently worked out a plan to dig and pipe such deep holes by the "hydraulic method", except that he would use an alloy of aluminum, kept molten by a specially constructed electric appliance, in place of water.

The rapid transfer of heat from the depths of the Earth to the surface is to be accomplished by a circulating system that shoots water down to the depths where it is converted to steam that is forced out at the other end of the system where it is transferred to power by means of the steam turbine.

If Mr. Hodgson can prove his case to our best engineers it seems only natural to assume that such an installation made across peninsular Florida, say from Brooksville to Crescent City, could be made deep and large enough to supply steam to protect our citrus and truck crops from cold waves that hit us once in a while.

A large volume of steam under high pressure turned loose along an underground line would probably shoot into the air some considerable

distance and perhaps divert and modify the cold wave to such a degree that no damage could be done south of it.

When one stops to analyze the situation it seems odd and rather humiliating to our boasted inventive ingenuity and intelligence when we are unable to avoid a drop in temperature of around a dozen degrees.

If such a natural heating apparatus could be constructed it would also provide an enormous amount of unsable power for industrial purposes that could be used the year round. It would make Florida the largest manufacturing State in the union.

Doubtless the cost of constructing such a steam plant would run to many millions of dollars but if it can be shown to be a feasible project there would be no difficulty in raising the funds for its construction.

From all that is known about the depths of the Earth it appears to be a fact that enormous temperatures and pressures would be encountered at depths of ten miles or more and on that account it seems all that we need to do if we wish to use that natural heat, is to arrange some controllable way to hitch up this heat and power to serve our needs.

After all that would be no more wonderful than some of the things that we have along other lines. In fact, we have done things that are even more striking. Therefore, why shouldn't we look into this matter and see if it is possible to protect our subtropical crops by tapping the Earth's natural heating plant?

At any rate it would appear to be desirable that the problem raised by Mr. Hodgson be fully investigated. His claim, that he can actually install such a power plant using the Earth's natural heat, should be subjected to a most critical examination by our country's best engineers and the facts found by them would then probably give us a basis for action. A thoro study of Mr. Hodgson's plan by a committee of our best engineers would at least clarify the matter enough to permit us to judge as to whether or not it is a workable plan. If the basic installation is found to be a possibility the distribution of the steam for both cold protection and power use can be easily figured out.—Even tho the cost ran into many millions Florida could easily finance such a project.

Professor A. F. Gustafson, exten-

son professor of soils at Cornell University, arrived here this week with his family where he will spend a sabbatical leave of absence. While in the state, Professor Gustafson is making trips studying the different soil types of Florida. He is the author of numerous works on soils, and is at the present engaged in revising a bulletin on that subject. One of his books on soil management is in use at the College of Agriculture here. He will return to New York in May.

Forest fires consume \$2,000,000 of timber annually.

QUALITY FERTILIZER

costs more, but the difference is, your bank balance will be larger when your crop is marketed.

For

Quality Results

Use

Orange Belt Brands



"Quality Fertilizers"

for

"Quality Fruit"

THE HOME GARDEN

Continued from page 16

guarantee a full measure of flavor or food value. For the younger they are—when not immature—the more vitamins they contain.

It is quite possible to serve a dish of peas which were still hanging on the vines two hours before dinner, and disburse those at the table with a hard, tasteless portion. Whereas a young turnip may be of the tenderest and most delicately flavored of vinds, its twin brother, a few weeks older, can be so tough and so strong as to make one wish there were a law against the serving of turnips. Two ears of sweet corn broken off the stalk four to five days apart may represent extremes of food delight and food distress. So, in the selection of vegetables, whether from your own garden, the grocer or the curb market, think more of youth and less of bulk. Of course, it is foolish to gather or buy under developed or immature vegetables, but it is equally foolish to be misled by size into a lack of succulency.

String beans and summer squash are two of the best "keeping" vegetables, yet there is all the difference in the world in absolutely fresh string beans and squash, and those which have been in "transit" and on "display" from 24 to 70 hours between picking time and cooking time. Just "snap" a freshly picked bean, and one that is two or three days old, and note the difference caused by the evaporation of moisture and the toughening of the cells and fibres, even tho' the two look much the same. Try it and see! Then remember the nearer you come to the garden in the point of eating vegetables, the better they taste and the more good they do you.

Also, to get the full value of vegetables, the all too common and reprehensive practice of OVER COOKING them must be avoided. Cook until just tender, no longer. Eight to 25 minutes for most vegetables after they begin to boil, is sufficient time. Over-cooking destroys coloring, injures pleasant, individual flavors, destroys vitamins, and often causes discomfort during digestion. If vegetables are boiled, only enough water as is actually needed and can be served with them should be used, otherwise there is considerable loss of minerals and vitamins in the liquid which is drained off.

Dietetically speaking, the war gardens of the past have probably done more for the health of the country at large than any other one food reform. Because, through the necessity of utilizing things produced in greater abundance, they were introduced

THE CITRUS INDUSTRY

into our general household menu.

Yet today — in sunny Florida — there exists this deplorable lack of interest in the home garden—strange as it may be—at a time when physicians and dieticians decry the eating of so much meat and advise the abundant use of vegetables and fruit, milk and eggs.

To those who do know how important these foods are, to the young of the human species, it would not seem strange, if the time should come when a farmer, living in an enlightened community, rearing children, yet not having an abundance of succulent vegetables, eggs and milk, will lie awake nights listening for the rap of his neighbors, assembled at his door with tar and feathers.

We pride ourselves on being a progressive people, yet we do not use, nor do we even know as many vegetables as did the Greeks and Romans of olden times. As for back as 96 B. C. a law was passed in Rome forbidding the use of much meat and enjoining the use of many vegetables.

In reading vegetable lore you will realize how profoundly the ancients appreciated the beneficent qualities of certain plants and herbs, and we discover that many of our so-called common vegetables had far from common origin. The cabbage, for instance, has had a strangely, interesting history. The Egyptians held it in such high esteem that they raised alters to it, and gave it the honor of the first dish served at their repasts. The Greeks and Romans also prized it, and many of their philosophers wrote books in which they extolled its great virtues. Cato went so far as to believe that this marvelous vegetable cured all the diseases to which flesh is heir. He says that, "It is to the use the Romans made of the cabbage, that they were able, during the 600 years, to do without the ministrations of physicians, whom they expelled from their territory."

And do you "know your onions?" —Legend tells us that when his vanished enemy, followed by a gorgeous retinue, went to interview the great Spartan General, Pansanias, they found that hardy conqueror sitting under the shade of a tree, eating his lunch, which consisted of a pinch of salt—and an onion! Even before this time however, the humble onion, but of as many jokes as the guava, figured prominently in history. An inscription on the Great Pyramid of Egypt informs the wayfarer that nine tons of gold were spent for onions, garlic and radishes to feed the workmen—who built them. An old Italian folk story represents the onion as actually unlocking the gates of Heaven.

It isn't so much the question of living or dying, however, that makes the garden important to us all. It is rather the question of living comfortably. Continued on page 24

For
**MELANOSE
AND SCALE**

Apply VOLCK-Bordeaux for melanose. Follow in three weeks with VOLCK alone for scale control. It is the first, best, and only long-proven "white-neutral oil" spray, and combines extremely high killing effectiveness with an extremely wide margin of safety for fruit and tree.

Talk with your nearest dealer.
CALIFORNIA SPRAY-
CHEMICAL COMPANY
O. R. Blois, District Sales Mgr.
61 W. Jefferson St., Orlando, Fla.

VOLCK

The Scientific Insecticide

Warehouse Stock of

PACKING
HOUSE
SUPPLIES

A complete line from the foremost manufacturers and quickly available.

Non-Bruise Picking Bag

The sensation of the season. Now in use by many leading shippers, and pronounced the one best aid to fast picking without bruising fruit. Will outlast many less well made bags. Costs no more.

**Southeastern
Electric & Supply
Co.**

Orlando, Florida

Gentile Bros. Co.

February, 1928

A Correction and An Apology

In the advertisement of the Gentile Bros. Company in the January issue as it finally appeared in print there was a very serious error.

Under the heading "This Is What Happened In Polk County" appeared tabulated figures of shipments for the past four seasons. These, however, were only for the Haines City packing house of the Gentile Bros. Company, and not for their Polk County operations as a whole. The comparative figures actually are about upon the same ratio of growth, but the company's total Polk County tonnage for last season was slightly more than 800,000 boxes instead of the 380,000 boxes for this single packing house as was shown in the advertisement.

We regret the error; but the advertisement should have stated that the figures thus quoted were for the single packing plant at Haines City, and not for Polk County as a whole.

THE CITRUS INDUSTRY.

ONE GROWERS VIEW

(Conclusion of Article from Page 32)

of the efficiency of his own organization by comparison.

I think sometimes we make the mistake of believing that our marketing organizations are more responsible for the returns than is really the case. Last year the fruit from Florida was of poor quality as a whole and it brought poor prices and practically during the whole year was outsold by California. This season our fruit was of good quality and has sold well and we have outsold California.

To sum up: I want to sell my fruit through the marketing agency that has a nationally advertised brand and that the fruit being shipped under that brand is of the same quality as my own. I want to ship my fruit through an organization whose chief business is to market that fruit and which is free from entangling alliances—such as land promotion propositions or undue financial alignments. I want to ship my fruit through the organization that has demonstrated it has the best market outlet in the North.

I think there will be no trouble about a Clearing House being able to organize if the matter is considered from the standpoint of the growers.

THE CITRUS INDUSTRY

Mirrors may be cleaned nicely by washing with a cloth or newspaper moistened with alcohol. Do not let the alcohol run under the frame.

Twenty-three

It is reported that 80,000 Florida people have signed petitions asking for tariff protection for vegetable crops grown in this state.

ETHYLENE

*Universally used by the
citrus industry for coloring*



**Ripens, colors and blanches
fruits and vegetables**

Economical / Safe / Clean

For information write to

**CARBIDE AND CARBON
CHEMICALS CORPORATION**

30 East 42nd Street, New York, N. Y.

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Warehouses are located in all important centers in the United States



Unit of Union Carbide and Carbon Corporation

HOTEL HILLSBORO

Tampa, Fla.

TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

Direct Shipping Facilities Established Between Florida and Liverpool

The possibilities that have been opened as a result of the successful completion of the direct shipment of citrus fruit from Florida to Liverpool are emphasized in the following report of Mr. Edwin Smith, the Department's Fruit Specialist in Europe:

Direct Sailings from Florida

On January 15 the steamship "Daytonian" arrived at Liverpool after a 16-day voyage from Jacksonville, Florida, with the direct shipment of Florida grapefruit and oranges to the British market. This was a memorable voyage through the fact that it fulfilled a wish long cherished by the citrus fruit growers of Florida, opening up as it did a direct trade route for fresh fruits between the South and Europe. The trend of the Florida citrus industry has long pointed to the necessity of outside outlets during years of bumper crops, but the high cost of transportation in the past has been a great barrier between the Florida citrus grove and European markets. In fact, it has been the main factor preventing a rapidly increasing per capita consumption of grapefruit in Great Britain.

It is understood that the freight rates between Jacksonville and Liverpool were \$1.00 per box under refrigeration and 85 cents in ordinary stowage. The rates between Florida shipping points and British ports by overland route via New York City are something like \$2.02 per case. However, as the direct shipping entails rail and assembling (cold storage) charges in Florida and some distributing charges from Liverpool to London or Glasgow in Great Britain, the costs are not reduced so much as they seem. Subsequent costs should not be as heavy as during the initial trials of this new route. Both assembling and distributing costs can be materially reduced. The ocean transportation costs between Jacksonville and Liverpool are now exactly the same as those from Los Angeles, California, to Liverpool on much larger cargoes.

Condition on Arrival

The condition of this first direct consignment of Florida grapefruit on arrival in Liverpool was excellent. Even the few hundred cases carried between-decks in ordinary stowage were said to show but little decay, though it was much softer than that in the refrigerators. The only exceptions to a universally excellent condition were to be found in a slight with-

ering near the stem on some grapefruit, and a shriveling of some of the russeted oranges.

Unsuitable Sizes

Poor choice in making up the 6,000 box cargo was apparent in the sizes of the grapefruit and in the grades and varieties of some of the oranges. It has been frequently pointed out that the demand in Great Britain was for small sizes. This inaugural shipment contained liberal quantities of 36's, 54's, and 64's, and even some 28's. The 64 is not a desirable size for the British markets. Sizes 96 and 112 sell for higher prices than 64 any day, while sizes larger than 64 almost have to be given away.

It has also been pointed out that the European markets are adequately supplied with cheap oranges from Spain during the winter months, so that shipments of American oranges should be restricted to the very highest qualities, and this applies to appearance as well as to eating quality. It is not wise to try to compete with oranges selling in Great Britain for from \$2.00 to \$3.00 per 100 pound box. These considerations were not closely followed when assembling some of the lower grades of heavily russeted oranges included in the "Daytonian's" cargo.

Cold Storage Used in Great Britain

The shipment arrived on a very weak market, from \$3.50 to \$4.15 being the price on quite large volumes from Porto Rico and Florida, and even lower prices on fruit from Jamaica. Consequently a portion of the "Daytonian's" cargo was placed in cold storage for future markets. This unquestionably adds to the expense of marketing, but shows what can be done with fruit arriving in sound condition. It is probably that cold storage will have to be used until consumption has increased to the point where the arrival of 6,000 or more boxes on a single ship will be a normal occurrence.

THE HOME GARDEN

Continued from page 22

fortably, eating well and turning that energy that is kept in our food because it is fresh and wholesome, into production, or enjoyment, and into freedom from sickness and other ills, most of which run in a bee-line from overworked stomach to the place of bodily protest.

Good garden stuff, properly selected and prepared, means—without a doubt a pleasanter life and more pro-

ductive life. So, to be happier, healthier and to save money, grow what you eat and eat what you grow!

IMPRESSIONS

Continued from page 15

those growers who have been complaining about prices, naively revealed that this season his grapefruit had yielded him better than two dollars, and his oranges to date had brought an average of \$4.35 per box, ON THE BUSH. Of course, that shows quality fruit pays; and it showed us at the table the precise reason for Harry's contentment. Our impression is that this information made that luncheon well worth whatever it cost Joe Lyons. We hope it will encourage the Lyons person to continue buying luncheons, when we are around.

Diseases and insects take an annual toll of one fifth of the possible crop yield in America.

Pecan trees are generally set 50 by 50, or 60 by 60 feet apart. The former distance requires 17 trees per acre while the latter requires 12.

WANTED—NURSERYMAN AND SALESMAN

WANTED: Competent man to take charge of large nursery of citrus stock. One who will work. Also man who can sell trees to trade. Personal interview is suggested. Lake Nursery Co., Leesburg, Florida.

PAINTER'S

Simon Pure Citrus

and

Gem Farm Crop
FERTILIZERS

ARE

"Time Tried and Crop
Tested"

Our Brands are the Acknowledged Standard by which Growers of Florida have judged all Fertilizers for nearly 40 years.

"Giving all we can for what we get instead of getting all we can for what we give" is the policy of

THE E. O. PAINTER
FERTILIZER CO.

Jacksonville, Florida

Read These Facts About the Citrus Clearing House

THE Florida citrus industry has suffered the "most regrettable incident of its history," according to independent operators. The Exchange has refused to become a party to the organization planned, sponsored and named "clearing house" by them.

The incident properly may be viewed with regret—but by independent operators only.

Who, other than these, possibly could have caused for regret? Certainly not citrus growers, who were denied representation in an organization presumably designed to solve their problems. Not the Florida Citrus Exchange, which already has and uses the complete market information that the new organization was to distribute to independents who themselves are too small to obtain it.

What is a Clearing House?

THE name, "Clearing House," very evidently may be variously defined. Secretary of Agriculture Jardine spoke of an organization by this name. It was to be grower organized and grower controlled. It was to be empowered to act decisively on those phases of marketing which at present are faulty or entirely absent.

He enumerated these functions of a clearing house. They were, (1) control of daily volume leaving the state, (2) allocation of volume to regional markets according to capacity, (3) standardization of grade and pack of the product, (4) regulation of prices to provide maximum return to grower without affecting consumer, and (5) commodity advertising.

It is this type of clearing house—built to efficiently handle the fundamentals of successful perishable goods merchandising—for which the Exchange co-operated with all other interests and spent its utmost efforts to create and obtain support. Marketing experts agree that such an organization, grower-controlled, would go far toward stabilizing the Florida citrus industry.

And the Exchange today stands ready to join and support such a clearing house.

A Policy of the Florida Citrus Exchange

THE Florida Citrus Exchange has in the past and will continue to work for and co-operate in the development of any progressive step in the improvement of citrus marketing conditions and for the best interest of the industry.

The record of action of the Florida Citrus Exchange is in line with this general policy. It is a record of which it is justly proud.

Consider the Growers' and Shippers' League. It is an organization of merit handling traffic matters which affect the entire industry. It should have the support of every shipper in Florida. It does not, but receives its major financial support from the Florida Citrus Exchange. In addition, the services of the Exchange traffic manager are donated to the League.

The Exchange has co-operated with the Fruitmen's Club in the past in the development and support of legislation which has been of marked benefit to the industry. The law preventing the use of arsenical sprays, that designed to stop the shipment of frozen fruit and the law restricting the shipment of immature fruit are outstanding measures which received the active support of the Exchange.

The Exchange has taken an active part in the negotiations which resulted in greatly improved terminal facilities in certain Eastern markets.

Three seasons ago the bottom fell out of the grapefruit market. The Exchange furnished the services of its advertising department and nearly half the funds for an advertising campaign on grapefruit which was conducted in major northern markets. It brought the price out of red ink almost immediately.

And there are other incidents which tell the same story of the active co-operation of the Florida Citrus Exchange in the development of the industry.

This policy applies in another way also. The Exchange will not be a party to any measure the true purpose of which is to deceive citrus growers. It declined to participate in what independent operators call a "clearing house."

An efficient, effective organization of this kind, however, did not fit into the independent scheme of business. A strong organization of growers would take away the huge profit obtained by unrestricted handling of fruit bought on the trees for a low price. The basic premise of this clearing house was that the grower should profit—not the speculative operator. Such would never do.

The Independent Definition

Independent operators therefore took it upon themselves to plan an organization which would be suitable to their interests.

One wrote the charter and by-laws and the rest voted down every attempt of the Exchange to have written into it even one or two of the fundamentals stressed by Secretary Jardine.

As a result, the operators of the industry were asked to join a trade association, the sole purpose of which was to provide for a more regular exchange of market information than had been available through the Fruitmen's Club. It completely ignored the regulatory and progressive measures which the Jardine plan provided.

—and they called it a clearing house.

Federal Laws Apply

THE alibiing argument used to explain the omission of the fundamentals was, "We must walk before we can run. We can work in these other factors after we get going."

Such was manifestly impossible. The charter and by-laws drafted by independents provided for an organization limited exclusively to shippers. Any attempt made by shippers to combine in the regulation or restriction of the sale of a commodity to affect its price violates the Sherman Anti-Trust Act.

The only exceptions to this law are provided in the Capper-Volstead Act, the provisions of which allow growers to combine in the marketing of a common product, even going so far as to regulate prices.

Growers were very carefully eliminated from the plan as proposed by independent interests. It was not possible for growers to obtain equitable representation even through their own shipping organization, the Florida Citrus Exchange.

Not by the wildest flight of the imagination could such an organization operate under the Capper-Volstead Act. For it to adopt and put into execution at any time the marketing essentials as described by Secretary Jardine would be illegal and make its members liable to Federal prosecution.

They called it a "Clearing House." It was a magnificent piece of camouflage.

The history of the clearing house movement from its inception a year ago to date is an interesting story showing the persistent refusal of independent operators to co-operate in the formation of an organization which had some possibilities for accomplishment. We have compiled it in chronological order and will send it to any interested grower. It is too voluminous to handle even briefly in an advertisement. Send for your copy.

CCOommunity GEN. MGR.

FLORIDA CITRUS EXCHANGE

TAMPA, FLORIDA

CITRUS COMMENTS

Continued from page 11

A conversion figure of twenty percent gives the approximate relationship between nitrogen and ammonia on all materials, the ammonia being higher in each case.

Since our source of fertilizer materials do vary from time to time and from one application to the next we cannot pick out any one element and say that continued use of that particular one will always produce a certain result. It is only in those cases where one source has been used to the exclusion of all others or where the effect from a small amount is very noticeable that we have been able to tie in a result to its proper source. Our war time fertilizers, for example, often contained borax, and as a result, many growers were able to definitely decide that their fertilizer was too high in this material from the appearance caused by its use. The same condition is relatively true of calcium in the form of lime or ground limestone. When it comes to other effects which should be very helpful in citrus work, we do not have records of a sufficiently long continued use of any one material to decide just the relationship it bears in the fertilizing program. It has been possible to get away successfully with the use of nitrate of soda as the total ammonia source, sulphate of ammonia as the total ammonia source, urea as the total ammonia source and all organics as a total ammonia source for at least a period of four years and at the same time the various blocks so fertilized have remained in satisfactory condition. In addition to this there is apparently no reason to believe that acid sulphate is an objectionable source of phosphorus, as its continued use for so many years does not show any detrimental effects.

There is a very decided feeling among citrus growers that sulphate of potash is the best source of potash for continued use. However, an occasional mixture of other sources acts very beneficially at times and there can be no objection to varying sulphate of potash with other forms, even including kanit, provided the variation is not overdone. There are certain rather clearly defined types of chlorosis associated with the potash end of the fertilizer formula, but it is impossible at present to definitely tie them together.

As a general survey of the various fertilizer materials, we can expect good results from those fertilizers embodying mixtures of the following materials: Nitrate of Soda, Sulphate of Potash, Acid Phosphate, double super-phosphate, Nitrate of

Potash, where impurities are removed, Lunar Salpeter, Urea. Occasionally the use of Sulphate of Potash, Magnesia, Murate of Potash, Kanit, cannot be considered objectionable and may prove beneficial. There is not enough data to form an opinion on nitrate of lime, though it would seem its use in low lands would be allowable if not over done. Among the organics, there are very few if any objectionable materials used, the biggest danger coming from the treatment of low grade materials to increase their availability, or the doctoring of low grade materials with chemical sources. The matter of mixing materials to avoid loss of ammonia or desirable combinations seems to be very satisfactorily handled.

As a general conclusion, one may feel very safe in using all commercial mixtures for all ordinary grove purposes, but when an attempt is made to force heavy production, serious trouble will be experienced unless the grower knows exactly what goes on his property, the sources from which it is derived and the effect to be expected from the materials used.

Skinner Again Has Dunedin Plant

The plant of the Skinner Machinery Company at Dunedin, Fla., which was sold by M. J. Hulsey, trustee in bankruptcy, to W. J. Connolly, of Chappaqua, N. Y., for \$53,000, at a recent auction in Tampa, has been leased to the Florida Citrus Machinery Company of Tampa, of which B. C. Skinner is president and manager.

Mr. Skinner has merged the plants of the Skinner Machinery Company and the Florida Citrus Machinery Company, moving the latter from Tampa to Dunedin, and operating the consolidated plants from the former headquarters of the Skinner Machinery Company.

By this lease and the attendant consolidation of the plants of the two concerns, B. C. Skinner, former president and manager of the Skinner Machinery Company, and now occupying the same capacity with the Florida Citrus Machinery Company, again is at the head of the pioneer machinery plant which was built up largely through his energetic personal efforts.

Having taken over the plant of the Skinner Machinery Company, the Florida Citrus Machinery Company becomes the one concern of its kind east of the Mississippi river, and has fallen heir to much of the foreign business of the Skinner Machinery Company.

Springtime!

"When a Young Man's
Fancy"

Is just the time to be giving most attention to your flower garden, home orchards, and ornamental plantings in general around your home.

Deciduous stock such as grapes, figs, pecans, persimmons and etc. for the home orchard must be planted this month before they come into growth. Oranges, grapefruit and etc. can really be transplanted at any time, but will do especially well if set now in time to take advantage of the Spring flush of growth. This is also true of the general run of trees, palms, shrubs and other ornamentals.

Field Grown Roses must be handled NOW while they are still dormant. Our selection is still good—and our stock is all the extra heavy two year grade. We positively guarantee your complete satisfaction or your money back. Write for list today.

Reasoner Brothers'

ROYAL PALM NURSERIES

Oneco, Florida

Latest Farm News Direct from the Nation's Capital

KNOW the latest FACTS right from Washington, the center of farm news. The National Farm News, is an independent weekly newspaper edited for farmers and rural folks by men who know agriculture. Prints truthful "first hand" news and information not found in other newspapers. NOTHING ELSE LIKE IT. Special trial subscription offer 10 weeks for

FREE Valuable souvenir of Washington sent FREE and POSTPAID to every new subscriber. Send 10c in coin or stamps to—

THE NATIONAL FARM NEWS
215-217 G St. N. W. Dept. XX Washington,
D. C.



The Texas Company *Announces*

TEXIDE

a petroleum base insecticide designed especially to meet the needs of the citrus grower. Leading features include:

1. 20% more oil than is found in the usual oil spray.
2. A paraffin base oil refined to be non-injurious to plant life, and treated to retain the insect-killing chemicals normally found in many crude oils.
3. 92% to 98% of the oil in TEXIDE sticks to the tree, while in most oil sprays only about 50% adheres to the foliage.
4. Mixes with any type water.
5. Does not require the use of a spreader or sticker as calcium caseinate, glue, etc.
6. Kills red scale completely at dilutions of one-third less than common oil sprays.
7. Gives complete control of aphid at one-third the cost of nicotine or derris compounds.
8. When properly applied, will control rust mite and eliminate at least one sulphur dust application, if not more.
9. Can be used 12 months of the year.
10. Will not interfere with normal plant processes.

Correspondence is Invited

THE TEXAS COMPANY

Texaco Petroleum Products

JACKSONVILLE, FLORIDA

Texaco Agents Located in Most Florida Cities

Growing Confidence In Florida Report from Chicago Convention

By A. M. Pratt, Salesmanager, Chase & Co.

While in Chicago attending the Annual Meeting of the American Fruit & Vegetable Shippers Association, I found an enthusiastic attitude towards Florida. Our oranges and grapefruit have been giving thorough satisfaction, on account of being of such excellent eating quality, and showing so little decay. California oranges on the other hand have so far been rather disappointing. The California crop was so late maturing that eating qualities have been disappointing. Because of the crop being late most of the cars that have arrived have required artificial coloring, which together with so much rain in California, is apparently the cause of abnormal decay. It is hoped with the arrivals of naturally colored cars this decay will be mostly eliminated, especially if California has less rain. Our own continued dry weather is recognized as having much to do with Floridas being such wonderfully good keepers this year, as well as so rich in flavor.

Many inquiries were made as to how cold it got and why shipments jumped so, just after New Years. When told the facts of slight damage having been possible, and that those cars were already in and accepted, and that our troubles were behind us, it only added to their confidence, as very little evidence has shown up with the trade, indicating serious results from frost. Florida can be proud of the way we have handled our problem this year, and feel fortunate that our damage by cold was so slight. There is every confidence in our product. Continued high prices are taken for granted with expectation of higher prices.

Many of the trade and brokers complimented Florida not only along these lines but upon a more sensible attitude shown in the way our shipments have gone forward. Our confidence in ourselves has inspired their confidence in us.

I ran into a surprisingly cordial attitude on our marketing problem when talking with the buying trade, or brokers. Repeatedly buyers, as well as agents, with us, or competing against us, sincerely expressed the hope that all shippers would get closer together. They felt this year we had made much progress and believed, regardless of some not having joined the Clearing House, that we would work out our problem together, because it seemed so sensible, not

only for our growers, but the trade as a whole, they said, would be benefited and everybody earn more money.

They believe in us. They want to believe in us more. They are with us in our problem, and watching closely what we will work out in final form. Frequently the parting word was, "Don't give up—keep up the good work." Or another would say, "It takes time to work out such matters between competitors—You Florida shippers are making real progress—Hang on".

The Borah Bill S.1294, to suppress unfair and fraudulent practices in perishable agricultural commodities, was fully discussed on the floor after the Convention, after the Bill had been reported on by the Committee, composed of A. U. Chaney, of the American Cranberry Exchange, C. R. Walters, of the Eastern Shore of Virginia Potato Growers Association, and myself. This calls for the licensing of all dealers, commission merchants and brokers and gives the Department of Agriculture the right to

revoke license of any such operator who may reject without reasonable cause, or who might make a fraudulent misleading statement concerning condition, quality, or disposition of goods in interstate commerce.

It was recommended by the Convention that the Bill definitely include seller as well as buyer, broker and commission merchants, and that all car-lot handlers of such products be covered, including co-operative organizations, so as to insure confidence on both sides, in all our dealings. It was thought that the bonds suggested were unnecessary, and that a nominal license fee of \$25 would be sufficient, as the real teeth in the Bill was in the privilege accorded the Department of Agriculture of depriving any party of his right to do business in case he violated the provisions of the Act. It was argued by some that this Bill had the chance of unfair meddling with business, on the part of the Government, and might work some hardship, but was finally voted upon favorably.

PRICE REDUCED

on

"Black Leaf 40"

[In Tins]

Larger production and economies in factory processes now make it possible for us to furnish "Black Leaf 40" at decidedly lower prices. Growers should participate in these savings and we have revised our prices in tins, effective January 10, 1928, as follows:

10-pound tins - \$11.85 each
(formerly \$13.50)

2-pound tins - \$3.25 each
(formerly \$3.50)

"Black Leaf 40" the "Old Reliable" occupies a position of unrivaled leadership in the world's markets. Kindly place your order with your dealer.

Tobacco By-Products & Chemical Corporation
Incorporated
Louisville, Kentucky

"Black Leaf 40"
40% Nicotine





All Steel
Construction

Made in Sizes 2 to 8 Run-
ways and 6 to 18 ft. long

Good Polishing Important This Is THE Polisher

Skinner All-Steel Spiral Polisher

Here is the new Skinner Spiral Polisher which is far from being as simple as it looks. There is an important improvement in principle of operation. The new tilted bed makes it possible to put desirable pressure upon the fruit without injury or causing fruit to climb over. New brush construction, too, gets to all parts of the fruit by rotating it to reach all portions.

With a rag you can by hand do a better polishing job; but not in any other way. Then, like other members of this new family of All-Steel machinery, it is economical in use of power. Oilless bearings and bronze bearings in the gear boxes make for simple and effective operation and long life. Ball thrust bearings take up pressure of the slope of brushes.

Watch one of these new Skinner Spiral Polishers in operation and note the vastly better job of polishing it does. Then compare its sturdy, down-to-date construction with that of any other. Detailed circular with full specifications upon request.

Notice our Change of Address

Florida Citrus Machinery Company

B. C. Skinner, President

Telephone 2556

Dunedin, Florida

THE GROWERS' OWN PAGE

Says Much Talk Has Done Some Good

New Port Richey, Fla., Jan. 3, 1928
Editor, Citrus Industry, Tampa, Fla.

In the early days of the wild and woolly west, an Indian once told me: "White Man heap talk." Just so, and they certainly did so the past season as regards the citrus industry in Florida.

The Indian was right. It was just "Heap talk". However, it has done some good, I think. It has, for instance, caused the Exchange to brush up a little and get some of

This department is devoted to the growers, for their use in giving expression to their views and a discussion of growers' problems. Any grower is welcome to make use of this department for the discussion of topics of interest. The only requirements are that the articles must be on some subject of general interest, must be reasonably short and must be free from personalities. The editor assumes no responsibility for views expressed, nor does publication imply endorsement of the conclusions presented.

the moss off its back and some of the seed out of its hair, and believe me, you would hardly know what a difference it has made in the working of the Exchange. If it keeps on improving as it has the past season, the vexed question will be solved and

the growers will have come into their own.

There is still much to be remedied but now that the Exchange has awakened those kinks should be straightened out. It will take time, but in the end the Exchange will be found to be all that is needed to stabilize the industry.

It all rests with the growers themselves. When 75% to 80% of them ship through one organization then the marketing problem will be solved and not till then, at least such is the opinion of the "Rancher of Rancho Glen Haven."

B. M. Hampton.

Cold Wave Kills Purple Scale In Satsuma Groves

Satsuma growers have a wonderful opportunity to deal a death blow to purple scale by applying a thorough cleanup spray before the new growth begins. The cold spells in January killed most of the old scale and a few weeks of warm weather will cause the eggs to hatch. A good spray at that time will do the trick for purple scale.

Entomologists of the Florida Experiment Station have been busy since the cold spells and have made numerous counts which have convinced them that at least 85 percent of the purple scale was killed by the cold. They are further convinced that the whitefly also suffered badly by the cold weather. The eggs of the scale are about all that remained, and a few weeks more of warm weather will cause the eggs to hatch, says J. R. Watson, entomologist.

Many growers have inquired as to the advisability of giving a cleanup spray immediately. Mr. Watson thinks this an excellent idea, but suggests that the grower wait a few weeks and get the eggs which will hatch in the meantime. Another reason for delaying the spray—which should be an oil emulsion—is that it is likely to stimulate growth. This should be avoided until all danger of another freeze is past.

The spraying should not be delayed until after the new growth starts, as this growth might be burned. The best time to spray is as late as possible, and yet spray while the trees are perfectly dormant. The best sprays are the oil emulsions. They

should be diluted until the spray, as it is applied to the tree, contains one percent of oil. In the case of most

of the oil emulsions on the market this will call for one part of oil emulsion to 40 or 50 parts of water.



Liberal Enriched with Genuine Peruvian Guano



No chemical substitute can excel Genuine Peruvian Guano . . . deposited for centuries, by millions of birds . . . truly nature's finest fertilizer.

The exceptional crop results obtained from Naco Brands, are not astonishing when you realize the unsparing use of Genuine Peruvian Guano in every sack of Fertilizer.

There is no chemical substitute for Guano. Apply it and you are bound to get better results.

Naturally Naco Brands, containing liberal quantities of Guano, will give you finer crops and larger yields. Ask us to show you.



Ammonia and Potash in a natural combination — double refined — pure — snow white in appearance — nothing like it for producing a good, solid, luxurious bloom and large-size fruit, with unexcelled carrying qualities.

NITRATE AGENCIES
COMPANY

Peninsular Casualty
Building

Jacksonville
Florida

Prevent Scab

**It Can Be Done; But There Is A Right
And A Wrong Way To Go About Doing It**

It's profitable to spray once for the prevention of scab on grapefruit but this one application should be given starting when at least half the bloom has shed and not before growth starts.

In most cases Lime-sulphur solution or Fico-Sulfur are most profitable to use. They get the Six-Spotted Mite also.

If your grove has both scab and melanose very bad, use Bordeaux instead of the sulfur sprays and give the one and only application just after all bloom is shed.

Florida Insecticide Company

Apopka : : : Florida

ONE GROWER'S VIEW

Continued from page 10

ning, it is for light I came here, as this propaganda has bewildered and surprised me.

Now to come back to the Clearing House, in order to discuss it from a grower's point of view, we must eliminate all this propaganda and finance and look at it as an institution similar to the Growers and Shippers League.

I do not think the Clearing House goes as far as it should; but it seems to be a step in the right direction. It would certainly give our marketing people more information to guide them in their sales decisions. So many industries have established bureaus of that sort, that a lay mind naturally wonders at the expressions of illegality. Any organization like the proposed Clearing House must start as a compromise; its duties and authority increase as the demands arise and finally, if it has rightful place in the citrus deal, it will grow and establish itself by degrees. But if it is not everything we want, yet might it not be a start to something that will be of service? Personally, I think the Clearing House proposition should be considered as an auxiliary to our Sales Departments and not be used as a rider for fruit politics or financial propositions.

As to the marketing of citrus fruits, which you asked for an expression of personal opinion on. I am not one of those who think that the halycon day will have arrived when all the fruit is marketed by a single organization; not only do I never expect that day to come but I would look upon it as undesirable in every way.

The varieties and quality of Florida citrus are not uniform enough to ever be successfully marketed under one brand. And to be successful of course a marketing agency must advertise a tradename and the grower to get the benefit of the advertising must ship under that tradename. But we must recognize the fact that all growers will not be satisfied to ship under the same brand, and certainly never 75 per cent.

Then another reason from a grower's point of view for more than one marketing organization is that he has the advantage of competitive selling in the markets. Of course the statement has been made that this is what it is desired to eliminate; but I think it brings better results to the shipper even though it makes the marketing agencies compete for business. It is what establishes a market and the grower is able to judge (For Conclusion of this Article see Page 23)

"When men agree upon what is wrong the remedy is usually right around the corner"

Pest Control Wins

**Idea Launched In Florida In 1906
Now Obtains Very General Recognition**

BETTER FRUIT PAYS

At the meetings recently of the State Chamber of Commerce, of South Florida Editors at Tampa, at the Growers Conference in connection with the Polk County Orange Festival, and in current talk in growers' circles, there is general recognition of the fact that Better Fruit alone assures profits to all growers, and that without pest control better fruit is not possible.

Thus the idea launched in Florida in 1906 with the advent of J. Schnarr & Co. obtains a general recognition which promises now shortly to contribute much to the average profits of average citrus growers.

No longer do progressive growers look upon spraying as an expense. They figure it as an investment which with the next crop, returns dollars of profits for every cent invested through the better quality and greater marketability of their fruit thus protected.

Since 1906 we have sponsored that idea and devoted ourselves solely to developing right here on the ground the best and most practical sprays and dusts and methods of pest control. We take comfort in the present situation, and the widespread recognition today of the fact that Pest Control Pays.

J. Schnarr & Company

**Pioneers in 1906 --- Leaders Still in 1928
Complete line of Sprayers and Dusters**

**Orlando, Florida
Winter Haven, Florida**

W. S. McCLELLAND, President
CHAS. B. STERLING, Secretary

OFFICES: { LEESBURG, FLORIDA
EUSTIS, FLORIDA

LAKE NURSERY COMPANY

INCORPORATED \$300,000.00

OLDEST SOUR NURSERY IN FLORIDA

LEESBURG, FLA.

February 4, 1928.

To the Editors
in Citrus Florida,

Gentlemen:

Your united program as developed at the dinner in Tampa given by The Tampa Tribune on January 27 is a credit to you.

Your announced plan of supporting the citrus business of the state by continued educational work to better the quality of citrus production should in the long run be of immeasurable value to Florida.

It is evident you editors are smarter men than some credited you with being. Out of all the smother of talk and propaganda inspired by selfish interests, to some of which a few Florida editors lent themselves for a time unwittingly, you have emerged pointing precisely to the one thing which can do more than anything else to expand the profits of citrus growing in Florida.

If through your intended educational work the average of quality of our citrus fruits as shipped can be raised, you will have done invaluable work for the industry.

In barring technical citrus fruit men from your deliberations your resulting program naturally is non-technical and clearly understandable. We respectfully suggest that as you proceed further and your own technical education progresses, you look into the matter of rootstocks as a first fundamental necessary to the production of better quality fruit.

You will find, as our technical and scientific men already have found, and as successful growers generally recognize, that citrus fruits grown on SOUR ORANGE rootstocks have a higher average market value than any others. You will also find that unless the roots be right a large part of external effort to obtain top quality is bound to be futile. You can better the present average quality of citrus fruits grown on other roots quite a bit; but you cannot get top quality, and resulting top prices, except from SOUR ORANGE roots.

We cordially invite you to visit Lake Nurseries, inspect how we handle the production of trees of every variety on sour orange rootstocks; and obtain further facts at your convenience.

Yours for Profit\$,

LAKE NURSERY COMPANY,

W. S. McClelland, President

WSM-a

ROADSIDE SELLING

Continued from page 9

be crystalized or made into marmalade. There is plenty of room between trees for flowers, for their own sake and for their possible enjoyment to others. You are not only conserving space, but cultivating every available inch of ground, thus enabling the trees to make use of fertilizer values which would otherwise lie dormant. Love the trees, and they will love you.

By "roadside selling" one has eliminated the middleman, and at the same time, as practiced at Bonita Groves, conferred a pleasant hour or afternoon on the purchaser of fruit. There are very few people leaving the Grove who fail to thank us for having had a good time.

We enjoy "telling the world" about Bonita Groves. Recently, 86 prominent editors and publishers visited Miami and during the course of their brief stay paid their respects to Bonita Groves. In consequence, stories later appeared in many northern magazines and newspapers, reaching a reader clientele of millions of people.

In connection with the visit of the editors was held a Palm Fete celebration in Miami, featured by a gigantic parade of floats. We at Bonita Groves spent considerable time and money to create a float worthy to advertise what we believe is a superior product. It featured a replica of our picturesque thatched garden houses from which our fruit is sold both up-town and from the groves. These thatched booths, incidentally, have become a sort of synonym for quality products.

Of course, the Bonita Groves floats won the prize, the monetary value of which was completely eclipsed, naturally, by the wide advertising that accrued to our products.

To sum up:

Get busy with your grubbing hoe, and don't miss the back yard.

Don't leave tin cans scattered about—the tourist might conclude you and your family live off their contents.

Beauty sells—make your grove the showplace of the entire community. Set the pace, your neighbors will follow.

Beautification is the one certain investment that pays 1,000 per cent.

A grove has many by-products, but no waste products.

And remember—QUALITY is the most certain progenitor of repeat orders.

Record breaking farmers are record keeping farmers.

CLASSIFIED

Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

WILL EXCHANGE West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

"BOOK OF TRUTH"

For planters of new groves
Is yours for the asking,
Write Today.

OCKLAWAHA NURSERIES INC.

"Pedigreed Citrus Trees" Florida
Lake Jem,

FOR SALE—Pineapple land in winterless Florida. \$15 an acre. Almont Ake, Venus, Fla.

FIVE ACRES and a town lot, all for \$700.00. Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY. ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.

SATSUMA BUDWOOD from Bearing Trees. Hills Fruit Farm, Panama City, Fla.

WANT TO hear from owner having farm for sale; give particulars and lowest price. John J. Black, Box 93, Chippewa Falls, Wisconsin.

WANTED—To hear from owner of land for sale. O. Hawley, Baldwin, Wis.

MISCELLANEOUS

\$1950.00 TO \$3500.00 income per acre from limes; want partner, exclusive lime culture. Jas. N. Foreman, 4026 2d Ave. S., St. Petersburg, Fla.

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa, Fla.

WHITE WYANDOTT Cockerels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Fla.

FARM—GROVE—HOME

22 ACRE large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, schools; complete line farm implements and tools. F. F. Cloonan, Yalaha, Lake County, Fla.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mohawk, Fla.

FOR SALE—200 pure bred white Leghorn hens \$1.25 each, any quantity. Cockerels

\$2 each. Fain's Hatchery, Edison, Ga.

WANTED
COMPLETE LINE OF CITRUS GROWERS' SUPPLIES

A well known reputable firm of national scope, marketing certain materials required by citrus growers, is extending its line of merchandise to cover complete requirements of its customers.

If you have something excellent to merchandise—fertilizer, orchard heaters, pest control material or equipment, or any similar product for wide distribution—I can tell you whom you should see.

Address: J. T. Pierson, 503 South Union Drive, Los Angeles, Calif.

BEGGARWEED SEED

Very desirable for planting in groves and cover crops. We only have a limited quantity left. Until our stock is sold out we can supply at \$43.00 per 100 lbs. or in smaller lots at 45c per lb. Quotation subject to immediate acceptance or being unsold on receipt of order. Write for our Fall seed price list.

E. A. MARTIN SEED COMPANY
202 EAST BAY STREET
JACKSONVILLE, FLA.

BEGGARWEED SEED. Place your order for Beggarweed seed now and be assured of delivery. Write for special prices. Wm. G. Ranney, Box 297, Monticello, Fla.

PUREBRED PULLETS FOR SALE—White Leghorns and Anconas ready to ship. Harro Rocks and R. I. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

MILLION Porto Rico Potato Plants, \$2.50 1000. W. W. Williams, Quitman, Ga.

FARMER AGENTS: Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders. We deliver and collect. Commissions weekly. Established 35 years. Particulars free. Rusler Co., Box C-18, Johnston, Ohio.

EARLY BEARING Papershell Pecan trees budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

FOR SALE—All varieties bananas and citrus trees. D. A. Nigels, Palm Harbor, Fla.

STRAWBERRY PLANTS. Send \$2.50 for 500 Missionary or Klondyke. \$4.50 per 1,000. Ready now. John Lightfoot, East Chattanooga, Tenn. 10-124

RUNNER peanuts—Spanish peanuts Early speckled - Osceola - White Chinese and Bunch Velvet Beans. All varieties peas and Soybeans. Large or small lots. H. M. Franklin, Tennesse, Georgia.

AVOCADOS - SEED — Grafted. Reliable bearers only. John B. Beach, West Palm Beach, Florida.

WANT FARM priced right, with or without crops. Describe. Emory Gross, North Topeka, Kansas.

PORTO RICO Potato Vines \$2.00 Thousand. Smith Bros., Nocatee, Fla.

PLANT AVOCADOS in Redland Section, Dade County, where they thrive best. Best paying crop in United States. Send for prospectus. Brooks Properties, Realty Board Bldg., Miami.

BABY CHICKS: Send no money, shipped C. O. D., pay mail man when delivered. Leghorns \$14.00 per 100; reds, orpingtons, minorsas \$16.00; mixed \$13.00; live delivery, postpaid. Florida Baby Chickery, Lakeland, Florida.

WANTED: Competent man to take charge of Large Nursery of Citrus stock. One who will work. Personal interview is suggested. Lake Nursery Co., Leesburg, Fla.

LAND INSPECTION

LINDLEY HEIMBURGER B.S. in Agri. M.S., Consulting Agricultural and Chemical Engineer, TAMPA 38 years successful Florida production experience; specializing horticultural branches, particularly citriculture. This service solves quality and quantity of products produced at least cost. Fee moderate.